

Engineers Travel Tramway Route on Cost Survey

The Desert Sun

and PALM SPRINGS NEWS

Dear Don, Wish You Were Here

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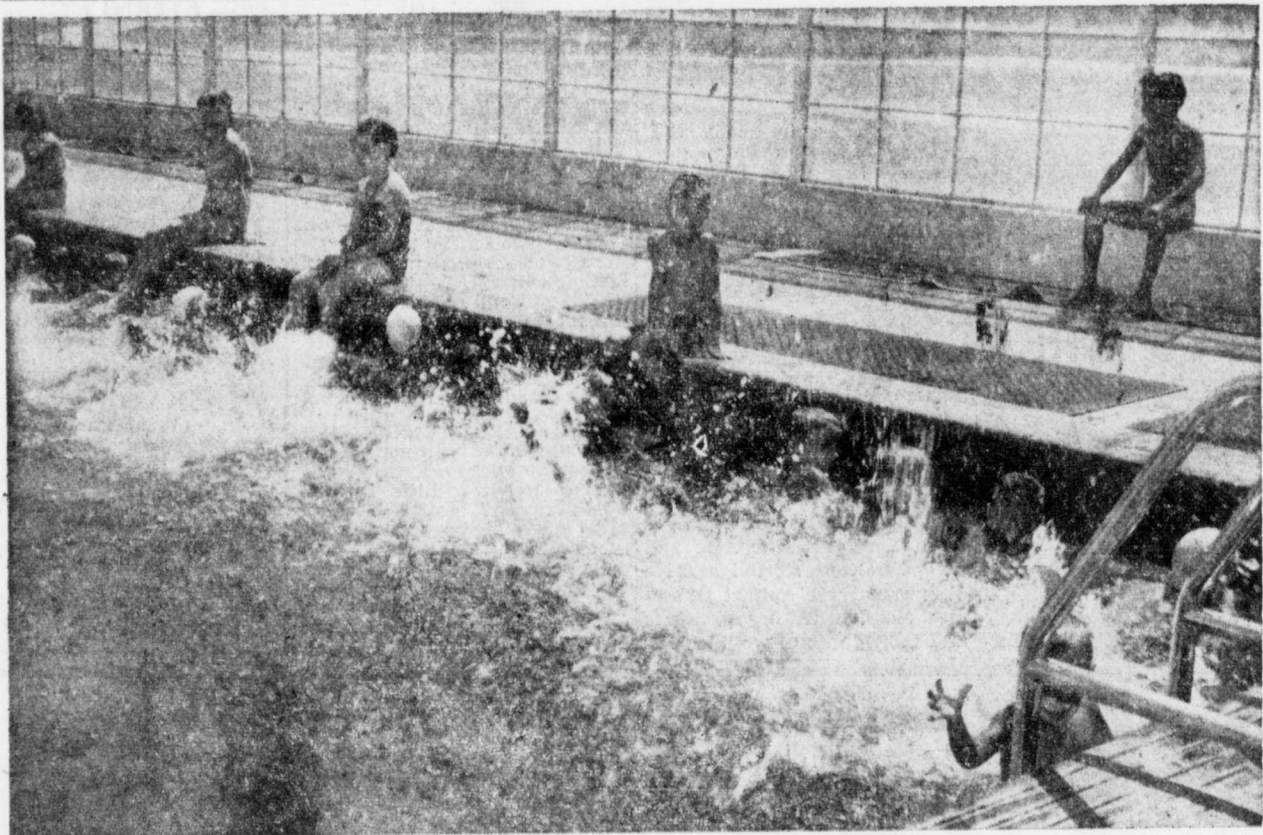
VOL. XXVII, No. 87

2 Sections — 14 Pages

Palm Springs, California, Thursday, July 15, 1954

Single Copy 10c

Council Calls Election on Redistricting of City



(Desert Sun Photo)
SPLASH! — Second Red Cross Swimming and Water Safety class got under way Monday at the high school pool with Joe Kanya and Bill Larsen in charge. The classes are held

Master Plan for Section 26 Has O.K. of Council

City council in session Wednesday afternoon adopted a resolution establishing a proposed master plan for approximately 180 acres of section 26, 140 of which was designated for a golf course.

The resolution, however, was restricted in land use purposes for a period of one year at the request of the Agua Caliente Indian Tribal committee and Ned Mitchell, Indian agent for Palm Springs.

The proposed land use site in addition to the golf course would also include land for a school and a park.

THE AREA in question is situated opposite the Biltmore hotel, Deep Well Inn and the La Paz Guest Ranch.

Mitchell, who expressed the attitude of the Agua Caliente Tribe said that it would not be fair to the Indian allottees of the land to keep that area under a restrictive land use program for an indefinite period of time.

"That," said Mitchell, "would jeopardize the interest of the Indians who own the land in the event the city did nothing about the proposed development for a long period of time and

See MASTER, Page 3a

Second Course in Water Safety Started at Pool

Second series of lessons in swimming and water safety were begun Monday at the high school swimming pool by Joe Kanya and Bill Larson with another large class in attendance.

Approximately 100 children were in attendance daily at the first two-week course which concluded June 25 and many of them passed the beginners and intermediate tests. There is no charge for this instruction.

Assisting Kanya and Larsen in giving the Red Cross swimming lessons and water safety instruction were Michael Black, Bob Hillery and Jim Smith.

The classes are held five days a week and will close July 23.

The swimming pool at the high school is open to the public every day from 2 to 6 p.m. and from 7 to 9 p.m. It is sponsored jointly by the Palm Springs Unified School district and by the city recreation department, Howard Haddock, director.

A charge of ten cents is made for children under 12, 25 cents for juniors and 50 cents for adults.

WAIVE CITY FEES

Council Tuesday approved waiver of city license fees for O'Donnell Golf Club, Owen Coffman Post No. 519, American Legion and the Youth Center.

National Safety Council Award Presented City

Lt. H. W. Renkel of the California State Highway Patrol, commanding the Indo Squad area, appeared before city council Tuesday to present to the city of Palm Springs, from the National Safety Council, an

Palm Springs was awarded two safety plaques this month. Story and picture of Pedestrian Safety Award may be found on Page 8a today. Picture on non-fatal accident award at bottom of this page.

award commending them on their outstanding traffic safety activities during 1953.

In presenting the plaque to Mayor Florian Boyd and City Manager R. W. Peterson, Lt. Renkel said:

"It is a privilege to cooperate with the National Safety Council in giving recognition to a few California cities for outstanding traffic safety activities during 1953. This year the city of Palm Springs was one of 24 California cities over 5,000 population to be recognized for completing the year 1953 without a single traffic fatality within their incorporated limits.

"This award of honor is given to the people of Palm Springs for helping to prove that loss of life is unnecessary.

See TRAFFIC, Page 3a

City-Chamber Pact Approved by Councilmen

City council Tuesday afternoon approved an agreement with the Palm Springs Chamber of Commerce in which the Chamber, acting as an agent for the city, handles the expenditure of the \$38,000 provided in the 1954-55 city budget to promote and publicize the Village.

The budget, submitted to the city by the Chamber lists expenditures for the year at approximately \$68,000. Of this amount, the city budgeted \$38,000 for publicity and promotion. The balance comes from Chamber funds.

The budget of the Chamber lists the following items:

Advertising	\$ 9,120
Convention	
Visitors' Bureau	13,680
Hotel Division	2,120
Membership	2,480
Promotion	
supervision	13,945
Publicity	15,200
Retail Division	2,500
Headquarters	3,485
Tramway promotion	5,470

Provide Fund for Witnesses

City council Tuesday approved recommendation of City Manager Robert W. Peterson to employ expert witnesses to testify during the hearing before the county planning commission on the lifting of controls at the site of the proposed cement plant northwest of the city.

The hearing will be held July 30 at the courthouse in Riverside.

Night in Old Mexico to be Gala Feature this Evening

"Eet weel be one mucho fiesta, eh, Senor?" So declared Frank Bogert assuming the dialect of the Mexicanos he is so capable of doing and so humorously, too, in commenting about "A Night in Old Mexico" to take place in the Chi Chi Starlite Room tonight. He has agreed to act as master of ceremonies.

"I personally know Rafaela Marmolejo and the delicious food her sister Sidronia Villegas prepares. It's the best I have ever eaten and I have consumed lots and lots of Mexican food in old Mexico as well as in this country," declared Bogert.

Bogert, who has acted as master of ceremonies at other Mexican events in the Village

Re-Estimate of Tramway Costs Made

Top Engineers of Steel Companies Traverse Route

Scheduled to reach the floor of the desert last night was a group of prominent engineers, concluding a two-day trip down the rugged terrain which will be viewed from the cars of the Mt. San Jacinto Aerial Tramway when it is completed.

They made the strenuous trip from the upper station of the proposed tramway to the bottom as action was renewed on the gigantic lift which will bring the top of the range back of the city within a few minutes of the desert.

ON THE TRIP, the purpose of which was to re-appraise the cost of building the tramway, were Gordon Bannerman, chief of the aerial tramway division of United States Steel with Columbia-Geneva Steel Corporation; Lynn Hart, his assistant; Otto Oster of Consolidated Western Steel; Jules Yates, superintendent of outside construction; Lefty Farwell, foreman of outside erection; Ed Macias, construction engineer for Consolidated and George Gray of Morrison-Knudsen corporation.

With Francis Crocker, member of the Mt. San Jacinto Winter Park Authority, in charge of the Tramway, Culver Nichols of Palm Springs, and Jim Maynard who will lead the expedition, the group drove to the top of the mountains Monday morning.

THERE THEY WERE MET by Travy Rogers, Ralph Trout and several guides, who had prepared the way for the trip down the mountains, providing water and food at various planned stopping places. They also placed new ropes where they are needed to negotiate the steeper places.

The party was at Long Valley Monday night, prepared for an early start down the steep slopes.

Their sleep was rudely interrupted in the middle of the night when a summer electrical storm swept the mountain area. There was not much shelter for the party who were thoroughly soaked by the heavy precipitation.

IT WAS REPORTED that more than three inches of rain fell in the mountain area during the night.

The engineering party left Long Valley Tuesday morning and stayed at Dry Camp that night. According to Crocker, that's about the only spot with a few places level enough to place bed rolls.

The engineers and their guides returned to the desert last night.

ON THE RUGGED TRIP they resurveyed the sites for the immense towers which will carry the cable and cars from the desert floor to the cool mountain levels. Estimates were prepared of the cost of the towers.

See TRAMWAY, Page 8a

Lend Your Voice to Cement Plant Protests is Plea

Mayor Florian B. Boyd, backed by other members of city council, this week issued an appeal to residents of Palm Springs who object to the construction of a cement mill on Highway 111 northwest of the city, to join in protests when the matter of lifting controls for the plant is brought before the county planning commission at public hearing July 30.

Protests can be made by letter, telegram or in person. Mayor Boyd said in urging that the feelings of Palm Springs on the cement mill matter be made plain to the commission.

The hearing is scheduled for the courthouse at Riverside at 1:30 p.m.

Flying Twins of Village Start Aid for Finn Twins

Two identical Village twins, World War II comrades of the embattled and self-starving identical Finn twins now in a federal hospital facility in San Pedro, criticized the government's treatment of the Finns; urged former service men and organizations to assist their former comrades in arms and opened a defense fund drive to free their former war buddies.

The identical twins here are Malcolm W. (Mac) Haskell and his brother Merton, co-operators of the Palm Springs Airport.

MAC HASKELL, former captain in the U.S. Air Forces was in charge of group flight training of student pilots for the Air Transport Command at Douglas, Arizona. It was during this time that he first met George Finn, then a student flier.

"I also met George's brother Charles a captain pilot, who came to the air base in Arizona to witness his brother George graduate as a flight officer. Since that time and after the close of hostilities my brother Merton and I have met and talked with the twin Finns on many occasions.

"THEY ARE NOT criminals," declared Malcolm, "but they are being treated as such. Certainly some consideration should be given to two men who served their country so faithfully as the Finn twins did during World War II and after the war."

Since the Haskell twins here announced their intention of starting a defense fund many unsolicited contributions have been received. This money will

See TWINS, Page 3a

Voters to Decide on Lines of New Council Districts at Election Before Feb. 15

Agreement Between Attorney Bock and City Ends Long Period of Suits and Counter-Suits with Advocates of Realignment Gaining Victory

By Fred C. Weigel

After two years of suits, counter-suits, writs and petitions, judgments and appeals, city council Tuesday passed a resolution to adopt one or more ordinances and the calling of special election "sometime by or before the 15th of February," to redistrict the City of Palm Springs.

A fast-moving chain of events which brought about the redistricting program, started a few weeks ago when the city council decided to annex certain property to the north of the city to halt unwanted industrial development.

WITH ANNEXATION lines having passed the county boundary commission, and a public hearing set for August 5, proceedings were speeded by the city.

On July 9, a hearing on redistricting came up before Superior Court Judge John G. Gabbert in Riverside, at which time City Attorney Jerry Bunker and attorney for the plaintiffs, Leonard Bock, appeared in court. Bunker asked for a continuance of the case until after the annexation hearing on August 5, and Bock countered with a motion for a judgment on the pleadings and an issuance of a writ of mandate.

JUDGE GABBERT, after hearing the motions by both attorneys continued the hearing to August 13, at which time he directed the City of Palm Springs to file an amended answer to show annexation results.

Within three days, Attorney Bock prepared to file a petition with the state supreme court requesting a writ of mandate. In this petition Bock asked that the supreme court halt annexation proceedings until after an election on redistricting had been held. The city was served with this petition Tuesday morning before it was filed with the supreme court.

Bock declared that neither he nor his clients wanted a cement mill near the city and that their action was solely for redistricting.

TUESDAY AFTERNOON Bock appeared before city council offering a compromise. He, on behalf of the plaintiffs, would stop all redistricting litigation if city council would pass a resolution to prepare ordinances that would be voted on in the November election. Bock submitted the proposal to the

See COUNCIL, Page 8a

Government Allotments of Land Upheld

O. O. Clarke and his associate John Preston, who cut a wide swath in Indian affairs here in Palm Springs for many years, and seven Indian members of the Agua Caliente Mission Indian tribe lost in a federal court decision upholding the government's allotments of Indian land.

At the same time Federal Judge William C. Mathes' decision placed the members of the Agua Caliente tribe and the city's planning for Indian lands lying within the city limits of Palm Springs a step closer to realization.

THE FEDERAL COURT upheld the government's allotment plan of land to members of the Agua Caliente tribe as originally submitted in 1948 and by government appraisers and surveyors for adoption by the Bureau of Indian Affairs.

O. O. Clarke and Preston submitted another plan in the form of a suit naming the department of interior as the defendant claiming that Clem Segundo, now deceased, and other Indian members were not well considered insofar as the value

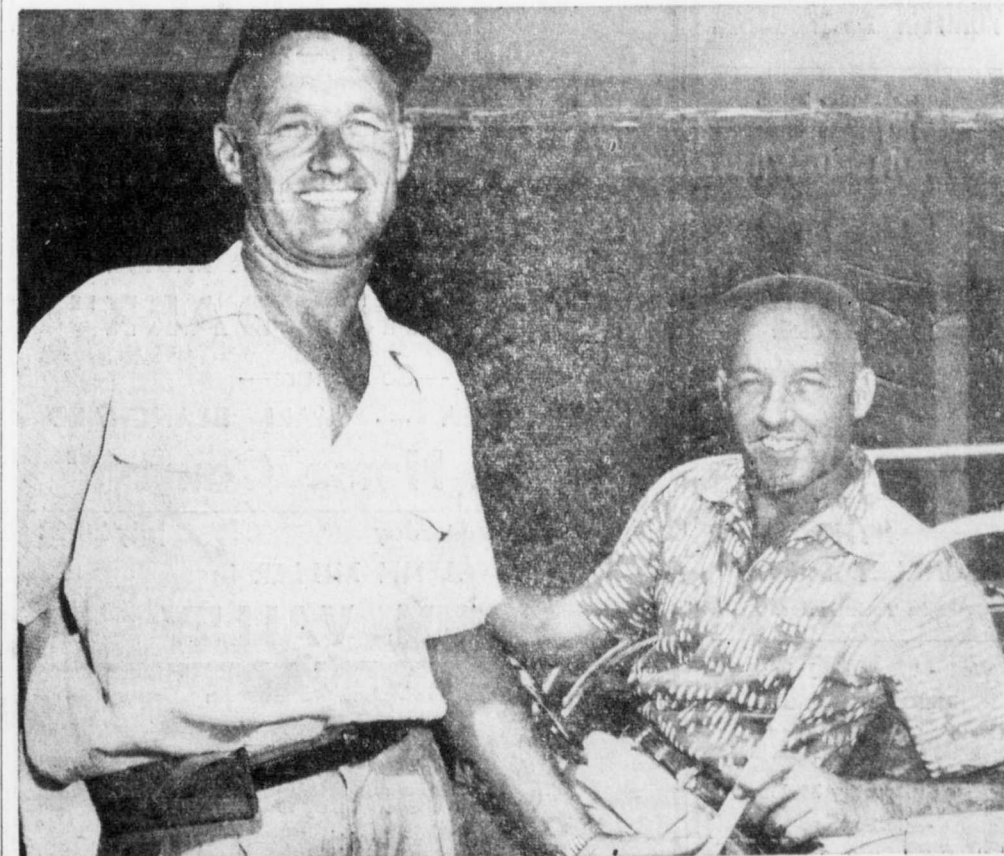
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(Desert Sun Photo)
TRAFFIC AWARD — H. W. Renkel, commander of the California Highway Patrol in this area center, presents the National Safety Council award to the City of Palm Springs to Mayor Florian G. Boyd, right, at Tuesday's meeting of the city council. City Manager R. W. Peterson looks on while Lieutenant Renkel explains that Palm Springs was one of 24 California cities that did not have a single traffic fatality during 1953.



TWINS AID TWINS — Palm Springs Flying Twins, Merton, right, and Malcolm Haskell, operators of the local airport, have started a campaign to aid another set of flying twins — the Finn brothers who are now much in the news.



Examinations for Fire Department Set for July 30

Another reminder was issued this week by Robert W. Peterson, city manager, of the deadline for filing applications for a city competitive examination to fill the ranks of the fire department and build up a list for future vacancies.

Applications must be in two weeks from today. The examination is scheduled for July 30, two weeks from tomorrow, at 7:30 p.m. at Welwood Murray Memorial Library.

Age limits are 21 to 35. Requirements are a passing grade of 70 average on three sections of the examination: written aptitude test, agility test and oral interview.

In addition, if an applicant passes all tests and is eligible for employment, he is also required to pass a complete physical test, at his own expense.

Autoist Has Close Call in Accident

Louis LeBoeuf, of Indio, narrowly escaped severe injuries last week when his automobile left the pavement on Highway 111 about three miles north of the Village.

The machine rolled over after ploughing through the sand for a short distance.



SHOW STARTS AT DUSK
COME EARLY

Thurs.-Fri.-Sat. July 15-16-17



—Co-Feature—



Sun. - Mon. - Tues.
July 18-19-20

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GRACE KELLEY

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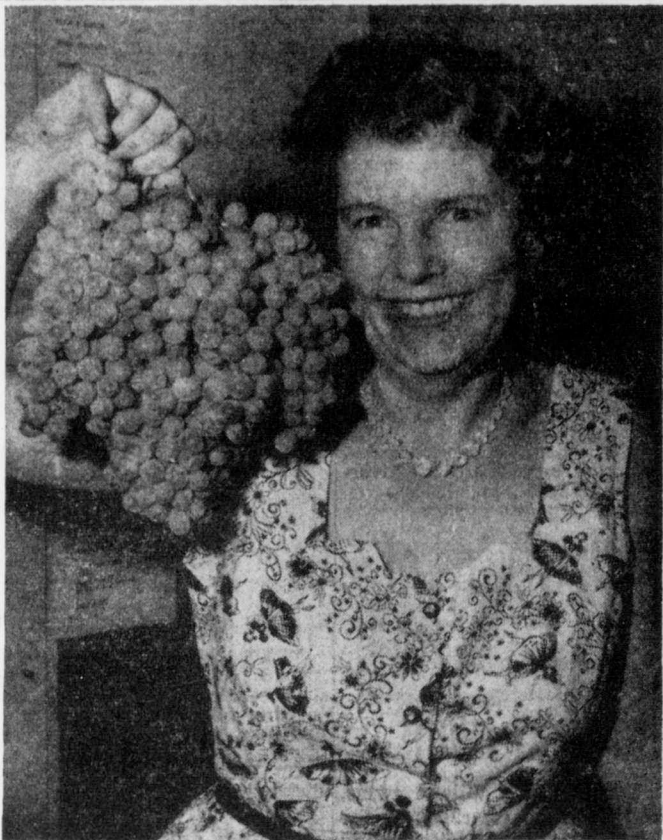
"Torpedo Alley"

with Dorothy Malone

—Co-Feature—

"The Ring"

G. MOHR - R. MORENO



(Desert Sun Photo)
LUSCIOUS — At the top: Paul Kersten's packing house at Rancho Mirage—a scene of feverish activity as more than 50 men and women pack 40,000 lugs of Thompson seedless grapes for the New York market. Lower picture: Mrs. Paul Kersten holds prize winning cluster of grapes weighing five pounds.

Valley Grapes Rolling to Market at Premium Price

Delicious vine-ripened, sugar sweet Thompson seedless grapes, 40,000 lugs of them with each lug weighing 24 pounds were en route to the New York city market, harvested and packed by Paul Kersten at Rancho Mirage.

"I got a premium price of \$5.75 per lug on the New York market," Kersten declared. "The crop this year is one of the most plentiful and best we have harvested in many a year."

Mrs. Kersten brought out of the refrigerator a five pound stem of the grapes which her husband declared won a prize at a Thompson seedless grape showing at Indio.

Kersten has the only packing establishment in Rancho Mirage with the two most important packs, grapes at this time of the year and Deglet-Noor dates later this year.

"I believe we will have a good date crop this year too," Kersten said.

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PALM SPRINGS, CALIFORNIA
Thursday, July 15, 1954

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"JOHNNY DARK"

—Co-Feature—

JOEL McCREA — MARI BLANCHARD

"Black Horse Canyon"

Tuesday - Wednesday July 20-21

GLENN MILLER in

"SUN VALLEY SERENADE"

—Co-Feature—

"Out of the Past"

with

ROBERT MITCHUM — SUSAN HAYWARD
KIRK DOUGLAS



(Desert Sun Photo)
FOR FINN RANCH — American Legionnaires stand by an assortment of canned foods for the Mickey Finn Ranch for Boys. More than \$1000 worth of food was supplied. Left to right, Henry Menard, Arnie Davis, Rudy Salazar, Fred Golden, Mickey Finn, "Skipper," Bill Scharf, Fred Dye, Charles St. George, chairman of the committee on arrangements, Richard Lowry, Roy Snyder. The benefit for the Boys Ranch was a tremendous success.

LEGION BENEFIT DANCE FOR FINN RANCH FOR BOYS GREAT SUCCESS

World Wars Memorial hall looked like the canned goods department of a large super market Saturday night as hundreds of Villagers attended the dance sponsored by Owen B. Coffman Post, 519, American Legion, to aid the Mickey Finn Ranch for Boys.

Admission was by two cans of food — and when they tallied the score they found more than \$1,000 worth of canned foods had been donated.

Three large cartons of boys' clothing was also on hand.

PRIOR TO THE DANCE the 40 and 8 locomotive toured the town collecting canned goods and issuing tickets to the dance and barrels had been filled at markets in town with cans for which dance tickets were given. A five-piece orchestra furnished music for four hours of continuous dancing for the large crowd.

Following the successful dance, Charles Valentino was appointed chairman of a "Let's Cloth 'Em" committee. He and his committee started a drive at once and will contact all service clubs, other organizations and individuals to provide suit-

Indian Avenue Extension Asked by Local Group

Extension of Indian avenue northward 2½ miles in the Desert Hot Springs area will be studied by the county planning commission following presentation of petitions Tuesday.

Three petitioners said that the road should be extended from Dillon road to Pierson boulevard.

"This," they said, "will give a more direct route from the high desert to Palm Springs and afford a saving in mileage of several miles."

The "high desert" contains the communities of Twentynine Palms, Joshua Tree, Yucca Village and Morongo.

The commission said it be- able clothing for the 14 boys now at the Ranch.

"ANYONE WHO WISHES to donate clothing for boys between the ages of 8 and 14 is invited to dial 2928 or 2865 and the articles will be picked up," Valentino said. "Or, you may take them to the American Legion Hall on Belardo road."

The Mickey Finn Ranch for Boys is located at Mountain Center, two miles past the Anza cut-off, at the former Bunker's Ranch.

Mickey Finn, commenting on the success of the canned food drive held, was full of praise for the Owen Coffman Post of the American Legion, sponsors of the event.

"THE LARGE QUANTITIES of food donated will make that budget at Mickey Finn's Boys' Ranch stretch a little further this summer," smiled Mickey. "We have 14 boys camped now and can they eat!"

Finn expressed gratitude and thankfulness to all who contributed cans of food as the entrance fee to the Legion dance Saturday.

lieves the road is desirable. But it also said it believes that other road projects are more important and deserve more priority.

The commission indicated it believes it might be several years before the project deserves a top priority.

O. Earl Coffman, an owner of the Desert Inn, was the first signer of the petition.

Mayor Florian Boyd of Palm Springs was another signer. Roy Colegate, prominent Palm Springs attorney, was another.

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Summer Storm Dampens Desert

It was cooling and refreshing and highly desired by desert residents but the side-effects of the rain storm Monday night, although not damaging, were alarming for a while, anyway.

The rain, which was preceded by heavy winds, struck the Palm Springs resort area at approximately 12:30 a.m. Tuesday. The first hour of the rainfall in the Village came down in "sheets" to total 58 inches of rain for a total of two and one-half hours.

At Desert Hot Springs, the California Forestry Division fire station reported a total rainfall for the storm that amounted to 1.12 inches and was accompanied by thunder and lightning.

A bolt of lightning struck a house in that community causing the 110-volt wiring at the fuse box to weld into one with a resultant short that turned on all the lights in the home. The rain had failed to awaken the homeowner but when the lights in the house flashed on, he was awakened and failing to turn the electricity off with push-buttons on the walls, called the fire department, who discovered the trouble.

High in the San Jacinto mountains southwest of Idyllwild in the Kenworthy area 3.21 inches of rain fell in approximately three or four hours, according to forest rangers.

This rain and the comparative light fall at Idyllwild caused a heavy flow of water down Andreas, Palm and Tahquitz canyons, which in turn flooded across Highway 111 in several places southeast of Palm Springs.

DHS Park District Hearing August 9

August 9 was set as the date for a hearing by supervisors on a proposal to establish a Desert Hot Springs park district. Petition for the district was signed by approximately 100 residents of the area involved. If the petition is granted, supervisors will set an election date at which residents of Desert Hot Springs will decide the park issue.

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Citizens Bank Undergoes Extensive Remodeling Plan

With a view toward better serving its fast-growing clientele, the Palm Springs Branch of Citizens National Bank and Savings Bank of Riverside, is undergoing extensive remodeling. Gilbert D. Lehmann of the bank's building premises department is supervising the changes now under way at offices located at 456 North Palm Canyon drive.

Considerable thought and planning have gone into this remodeling program, which will provide for larger working space for the staff, and a more convenient service arrangement for the bank's customers, Herbert Samson, vice-president and manager of the local office, said.

The Escrow department is being enlarged to provide a greater degree of privacy for real estate brokers and their clients. For approximately the next two weeks, until the remodeling has been completed, the bank's customers are requested to use the side entrance.

"Business will go on as usual," according to Samson.

Smacks House, Pays \$150 Fine

Frank F. Segundo 448 North Calle Encilla, was fined \$150 and ordered to pay damages to the front porch of a house after he had backed into it after appearing in Judge E. Theriault's court Tuesday.

Segundo was booked by local police early Saturday morning after an accident on East Andreas road. He allegedly ran into the parked car of Royce B. Preston of San Diego and in backing away from the scene of the accident, ran into the front porch of the home of Cliff Campbell, 200 North Avenida Caballeros. Then, police said, he drove up Caballeros and his car became stuck in the sand.

Reserve Officer Tony Cato followed Segundo after the two-car accident and was joined by Officer Robert Ralph. They booked Segundo and he was later freed on \$300 bail to await the hearing.

Police estimated the damage to Preston's automobile at \$150, to Segundo's at \$200 and to Campbell's front porch at \$150.

From Page 1—MORE ABOUT

MASTER

other improvements for the better financial interest of the Indians should take place around the area in the meantime.

CITY COUNCIL MEMBERS agreed to this and drew up the land-use resolution to stay in effect for one year after which time it automatically becomes null and void.

City Manager Robert Peterson said that a special consultant hired by the city recommended that 140 acres of Section 26 be set aside for a golfing site. Peterson also stated that the same consultant is expected to recommend another site in the same area for golfing purposes.

IN LOS ANGELES

Roslyn Lang, associate of J. W. Williams and Son is making her headquarters Los Angeles this summer and then intends to take several side trips from there.

Suspect Arson in Auto Damage

Robert Fisher, manager of Village theater, reported a fire Saturday in his MG automobile while it was parked in a parking lot in back of the theater. The fire, which was extinguished by Fireman Warren

Empey before the fire trucks arrived at the scene, completely destroyed the interior of the car.

Police and fire authorities are investigating the possibility of arson after Fisher reported suspicious circumstances surrounding the start of the fire.

APPROVE DANCE PERMITS

Dance permits for Howard Manor and Deep Well Ranch were approved by city council Tuesday.

From Page 1b, MORE ABOUT TWINS

be turned over to the attorney representing the twins.

"I know something about the purchase of that army surplus plane the Finns bought, too," Merton Haskell declared. "My information came from the Finns. The purchase of the surplus plane from a private school has been similarly done

by others. "But according to the Finns," Merton continued, "somebody with political power wanted the plane and when the Finns refused to turn it over to that person, their trouble with the government started."

"THEY HAVE FILED an appeal from the conviction of interfering with a government official," Malcolm said, "and I do not know the merits of the case, but they are entitled to remain free until their appeal is heard. The Finn brothers

The Desert Sun—3a and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, July 15, 1954

certainly would have remained around pending the hearing on their appeal."

Both of the Haskell twins believe that military service organizations like the American Legion, Veterans of Foreign Wars and similar organizations should seek aid for these boys.

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LAMB SHANKS USDA CHOICE lb. **29¢**
LAMB BREAST USDA CHOICE lb. **10¢**

Bel-air FROZEN LEMONADE

Premium quality concentrate that makes a cooling beverage quickly. Add water to make full quart from 6-oz. can, half gallon from 12-oz. can.

STOCK UP AT THESE LOW PRICES

6-oz. can **10¢** 12-oz. can **19¢**

ORANGE JUICE Bel-air brand Premium quality 6-oz. cans **29¢** 12-oz. cans **27¢**

CORNE BEEF lb. **49¢**
Boneless brisket, with mild cure.

BOILING BEEF lb. **12¢**
Plate meat, from USDA CHOICE Beef.

SHORT RIBS lb. **19¢**
To bake or braise. USDA CHOICE Beef.

CHUCK ROAST
Cut from shoulder of USDA CHOICE BEEF, aged to bring out flavor and trimmed before weighing. lb. **39¢**
(ROUND BONE ROAST, lb., 49¢.)

LIPTON'S BLACK TEA
1/4-lb. **32¢** 1/2-lb. **63¢**
pkg. pkg.

LIPTON'S TEA IN BAGS
Fancy 16-bag **19¢** 48-bag **53¢**
Black. pkg. pkg.

Canterbury Tea 1/4-lb. **29¢**
Fancy black. (1/2-lb. pkg., 57¢.)

Tea In Bags 16-bag **15¢** 48-bag **43¢**
Canterbury, fancy black. pkg. pkg.

Airway Coffee Mild & Mellow 1-lb. **1.02**
bag

Nob Hill Coffee Tops in quality 1-lb. **1.04**
bag

PENNANT COFFEE 1-lb. **95¢**
Mild, mellow. bag

SPECIAL VALUES ON FINE FOODS

CHUNK TUNA TORPEDO BRAND 6-oz. can **25¢**
Light meat fish

TOMATOES GARDENSIDE 28-oz. cans **16¢**
Packed in puree

CHERUB MILK EVAPORATED tall can **11¢**
Special low price!

MARGARINE COLD BROOK BRAND 1-lb. **18¢**
Quartered, Cartoned

CRACKERS OVEN GLO BRAND 1-lb. **19¢**
Salted Sodas

STAR KIST TUNA Chunk 6 1/2-oz. can **31¢**
style

MAYONNAISE BEST FOODS 6 1/2-oz. quart jar **63¢**
quart jar

SALAD OIL MAYDAY 59¢
quart bottle

GRAPEFRUIT JUICE Town House. Natural pack 18-oz. can **10¢**
or sweet. (46-oz. can, 23¢.)

KITCHEN CRAFT FLOUR 5-lb. bag **49¢**
Converted Long Grain

UNCLE BEN'S RICE 14-oz. pkg. **23¢**

SHREDDED WHEAT 12-oz. pkg. **17¢**

DAIRY GLEN BUTTER 1-lb. **59¢**
Grade A

LIBBY'S PORK & BEANS 16-oz. can **10¢**
Deep Brown

MACARONI 8-oz. **13¢**
Globe "A1" brand Elbow or Salad

ZEE PAPER TOWELS For use in kitchen 1-lb. **21¢**
roll

Captain's Choice Sea Foods

None finer on the market.

Haddock Fillet lb. **43¢**
Ocean Perch Fillet lb. **35¢**
Halibut Steaks lb. **59¢**



WHITE LAYER CAKE

Curtsy. Coconut Iced. Regularly 75c, SPECIAL **59¢**

Nut Snails Curtsy. Iced Coffee Cake 3-oz. **20¢**
pkg.

Butterhorn Curtsy. Iced Coffee Cake 6-oz. **20¢**
pkg.

Sandwich Spread

Lunch Box brand, top quality.

Oreo Cookies Nabisco brand 7 1/4-oz. **26¢**
pkg.

Sunnybank Margarine lb. **30¢**

Split Top Bread large std. loaf **26¢**

WHITE. Baked by Skylark.

Multi-Grain Bread standard loaf **22¢**

Baked by Skylark.

Briquets 10-lb. **1.09** 20-lb. **1.89**
Cliffhanger brand. pkg. pkg.

Plastic Band-Aid pkg. of 33 **39¢**

Johnson & Johnson. (Pkg. of 47, 59¢.)

LETTUCE
Crisp, fresh

LEMONS 5¢
lb.

CUCUMBERS 10¢
lb.

Long, green. Fine to slice. **2 for 9¢**

LUCERNE "BONUS-QUALITY" MILK
HOMOGENIZED MILK quart carton **20 1/2¢**
Grade A, Pasteurized. Vitamin D added.

CONCENTRATED MILK quart carton **50 1/2¢**
Each quart, plus 2 quarts water, makes three quarts of table milk. Can be used as is for coffee. Ideal to take along on outings, fine for use by large families.

Whipping Cream half pint carton **31¢**
Ideal topping for summer desserts.

ICE CREAM
Cottillion brand, Guest quality. Special flavor: peppermint stick. Also Vanilla, Strawberry, Chocolate. pint cartons **19¢**

PARADE DETERGENT
"Taken Money" in every box saves you on next purchase. 19-oz. **27¢** 40-oz. **52¢**
pkg. pkg.

CHEER DETERGENT 19-oz. **29¢** 51.3-oz. **68¢**
pkg. pkg.

TIDE DETERGENT 19-oz. **29¢** 47-oz. **68¢**
pkg. pkg.

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The PUBLISHED'S Corner

L. OLIVER B. JAYNES

FANNING THE FLAME — For many years now the relationship between the eastern and western portions of great big Riverside county hasn't been that of a big, happy family. The situation is understandable but not logical. The vast eastern section, comprising Palm Springs and the Coachella and Palo Verde Valleys, has grown much more rapidly than the western section which is steeped in early California tradition. It is likely too much to expect that deep rooted interests in the City of Riverside and the older communities of the county would look too friendly upon the fast-growing area on the "other side of the hill." It hasn't helped any to remind the old-timers that we pay 40 percent of the cost of the county government with only 20 percent representation. There must be some way, yet undiscovered, for desert area residents and business interests to gain the deserved recognition and about the county seat.

Relationship between these two widely separated sections of the county was improving five years ago when Samuel Guiberson entered the scene and fanned the flames of disunity in a campaign to get a permit to build a cement plant near Palm Springs. His cohorts incited the western section against the resort and agricultural interests of the desert area and stirred up all kinds of trouble. He won the fight and permission to build his cement plant over the protests of affected property owners.

But nothing happened.

Time went on and — with the pressure off — the County Supervisors voted to place a control over land on the approach to Palm Springs, which includes the Guiberson property. The old cement mill election sored had just about healed up when trouble-maker Guiberson came back and tossed a fresh bomb into the ruins he left a few years back. Now, he said, he is ready to build his cement plant, so he wants the control removed from his hand.

It's about time that the people of Riverside find out what Mr. Guiberson is up to after all. It is about time that our people begin to look with skepticism — if not suspicion — on the proposals and promises of this man who has already done more damage to the county than could be offset by the employment two or three cement plants would provide. One man — one of Guiberson's staunchest supporters five years ago — has become skeptical. He is Maxwell Wihnyk, editor of the Banning Record and Beaumont Gazette. In an editorial in the Beaumont Gazette last week Editor Wihnyk ponders over the glowing promises about which he became so enthusiastic five years ago — and then sets to wondering. After all the fuss and fight last time, no cement plant was built. What assurance is there of getting one this time when conditions are not nearly as favorable, he wonders. Wihnyk goes on to say:

"If Guiberson has money and if he is willing to invest it in a cement plant in this area, he should have been much more willing to do so back when he first alleged his interest in the business. The proposition is patently a far less attractive one now in 1954 than it was during 1949.

"What is the gentleman trying to do now? And why should we be hoodwinked again into backing his highly questionable play? There is an old Chinese proverb which reads, 'You fool me one time, shame on you; you fool me two times, shame on me.'"

"This is not the time to go into the merits of either the cement plant or the Palm Springs resort interests cases. Whichever, if either, is right just doesn't seem to matter much right now.

"This is clear. There aren't jobs in a cement plant which isn't going to be built any more than there is potential resort contamination from a plant which isn't going into production."

Our contemporary, whose newspapers serve the San Geronio Pass area of Riverside county, is still not very sympathetic with the protests of Coachella Valley residents, it would seem. But he takes no stock in the Guiberson proposal this time and his position is very well stated. It should set a lot of people wondering along the same lines.

ENCOURAGING ALSO is the position taken by our "big brother" over at the county seat — the Riverside Press-Enterprise. In a recent editorial in the Riverside daily, that newspaper takes a firm stand against a zone change that would permit the building of the cement plant near Palm Springs.

Says the Press-Enterprise, in part:

"We side completely with the officials and people of Palm Springs and the surrounding Coachella Valley resort area in opposing this project. America's premier desert resort is no place for a cement plant.

"There can be no question but what the obvious effects of such a plant would be detrimental to Palm Springs as a resort. Just how much of a detriment cannot, of course, be gauged in advance, but whether the worst fears were realized or not, the harm would be considerable.

"There is no reason why this need be. Those who insist the Guiberson project would be helpful to Riverside County economy, providing new jobs, etc. — are reminded that Palm Springs is not the only location in this county. Other locations would serve as well for a cement plant without doing the damage putting it near Palm Springs would do. If other communities are so anxious for a cement plant in this county, let them take steps to acquire it. But why foist this sort of operation off on Palm Springs or any other community that doesn't want it, especially when, as in the present case, the reasons for not wanting it are so valid?"

It is becoming quite apparent that the application of Mr. Guiberson will meet with much greater opposition throughout the county this time. More people are convinced through the sad experience of other areas in Southern California that air polluting industries must be located where they will not do more harm than good to the economy of the entire county.

Dennis, the Menace By Ketcham



"CHEW IT GOOD, DAD! MOM SAYS THEIR WATER IS HARD AS ROCKS!"

Confident Living

by

NORMAN VINCENT PEALE

Change Your Thoughts and
Change Your Life



"I really believe the reason many people are not well is that they are being poisoned by a continuous succession of small thoughts," said a well known physician.

I had never heard it put quite that way before and was impressed by the remark. The doctor went on to say that he was putting less and less medicine in the mouths of his patients and giving them more and more "medicine" by way of the eyes and the ears in the form of positive and creative thinking. "Much human illness," he continued, "begins in the mind and is the result of the way we think."

He illustrated his point with a story about a man who had bought some new shirts with French cuffs, the kind you fasten with cufflinks. And someone gave the man a beautiful set of cufflinks. But the links always seemed to disappear just when he wanted to wear his shirts with the French cuffs. This exasperated the man and he would shout at his wife and blame her because she didn't keep things in their proper place. This in turn upset her and she retorted with accusations of her own. This foolish quarrel led to one thing and another, and finally they were in the divorce courts. Moreover, the man had become a problem for his physician. But, when they got to the bottom of the whole thing, it was all the French cuffs. He had destroyed his marriage and himself by unimportant puny thoughts which he had allowed to become magnified into tremendous conflicts.

"It is this kind of thing," my doctor friend told me, "that takes happiness and well-being from life. A cure is to fill our minds daily with big and creative thoughts."

And what do we mean by big thoughts? It's just as simple, for example, as to go out and look up at the sky. That vastness of blue by day, and star-studded, moon-bathed canopy by night is a constant reminder of the things that are eternal, the things that remain, while men and their petty problems come and go.

How well Emerson expressed it when he wrote, "The sky is the daily bread of the soul."

So if someone says some things that annoy and irritate you, look up at the sky and bring its bigness down into your mind. Practice thinking on a big scale, about the world and its problems instead of your own small concerns. Think big thoughts of charity, good will, forgiveness. Cram the mind with hopefulness and faith.

Life can be either a great experience for us or a small one, depending on the quality and character of the thoughts we think. When you change your thoughts from petty, minor ones to enlarged ideas, you will make of yourself a bigger and better person. It is immense and almost unbelievable, the power of the uplifted thought. As the famous psychologist, William James, said, "The

greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind."

Creative thinking can give you a perpetual source of mental, spiritual and physical rejuvenation. It can give you a sense of tingling good health. It can make possible a fresh and delightful and eager appreciation of life and its constructive opportunities, which is characteristic of those who have changed their lives by changing their thoughts. Where can you find these new thoughts? You can find them in association with alive, alert and stimulating people. But, best of all, you can find these great thoughts in one book which is a treasure chest of the most creative thoughts of all time. That book is, of course, the Bible, and in its pages there is a wealth of ideas that have changed not only men's lives, but indeed the whole course of human history. Get the habit of reading and studying it, and so begin to change your thoughts and change your life.

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Safety Advice is Good Advice in Any Language

In any language, "Drive Carefully" is still good advice. Determined to reach the Spanish speaking segment of this state's population, the California Highway Patrol has prepared a series of Spanish language radio announcements which urge safe driving practices.

These messages are designed for use in the areas of the state where people of Latin-American descent, and others who understand Spanish, may hear and profit from them.

Pointing out that foreign language newspapers translate and use the Patrol's safety information and suggestions, Patrol officials emphasize that traffic collisions happen irrespective of a person's native tongue.

In expanding its safety information program to include people who do not read English, the Patrol has also prepared pamphlets with safe driving rules printed in Spanish. These folders are designed for use throughout the state and are available on request from the offices in the various Patrol areas in all parts of California.

The hardest task of a girl's life is to prove to a man that his intentions really are serious.—York Trade Composer.

Puppy love is dangerous because it often leads to a dog's life.—Nuggets.

Minor: A major problem.—Phoenix Flame.

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I RISE TO REMARK

By CONGRESSMAN JOHN PHILLIPS

Mrs. Adams is back in the office and conditions are slowly moving back to normal. This is always a busy time of year. It is worse this year because of the changes in various departments, the international situation, and the efforts to finish the session by July 31. About the time I think I have my ears above water, something drops on me, bang.

I was all set to catch up this weekend on my correspondence. Last night I got a call from the White House, asking if I could help prepare material to reply to the obviously well-directed attacks on the proposed Atomic Energy Commission contract for more power for its Paducah plant. It was thought that, as the chairman of the committee handling funds for both the AEC and the TVA, I might be able to dig up the facts quickly. So I have spent all day today preparing a 20-page statement on that subject.

It is a long ways from my district, but it is not a long ways from the economic future of the counties I represent. For years, the Tennessee Valley Authority has occupied a preferred and somewhat luxurious position in our national life. We have had a total of \$1.7 billion and it has paid back to us, over 20 years, less than 10% of that amount. We never asked for the return of the money used for other purposes than the creation of electric power, but even there it has never paid interest on the money borrowed by the Treasurer and loaned to TVA, even though the Treasury has to pay interest, to get the money.

THE UNPAID BALANCE on the money, for the power program alone, is almost a billion dollars.

The present, hot argument arose because the committee on Appropriations suggested to the AEC that it look around and see if the additional 600 MK it needs for Paducah, could be bought from private sources. Several power companies in the area agreed to talk about a

contract to build a new plant, to run the power into the TVA grid and to supply Memphis, taking out the additional power for Paducah as was most economical and convenient.

All the liberal commentators and columnists are screaming their heads off. If anyone shows that the deal is to the advantage of the taxpayers, or for the security of the country, he can hardly get in the news! I have no concern over the outcome. The President is getting a bit mad over the attacks and the mis-statements. He will stand his ground. Those of us who thought this was a little matter, of small importance, will have to take the floor and give the facts.

Never a dull moment, down here.

THE NEXT HOTTEST ISSUE has been the postal employees pay raise. The postal employees have had very sympathetic consideration from the Congress, over the years. I hope they will do nothing to disturb that pleasant relationship. I have a feeling that perhaps their own leadership has not been as astute as in former years. That sometimes happens. If the postal employees were to be successful and to secure, by mass pressure, the necessary 218 signatures on the discharge petition now on the Speaker's desk, then they would get no increase at all this year. The President would veto that bill, and there would be no time for a second one.

I am on the policy committee, and I know of the attempts to work out something for the employees. I think it is in touching distance right now. It will be a 5% increase, effective at once, and the matter of reclassification, equally important in some offices as the raise itself, will be carried out through the reorganization act. The bill will probably have to carry some increases in postage, to balance the pay raise. The deficit has been reduced from about \$800 million a year to about \$500 million, but this will add another quarter million to that.

LETTERS To The EDITOR

OBJECTS TO TRUCKS

In the years we have been living here and being active in this community, we have been reading your Desert Sun and your editorials are always very constructive for the betterment of Palm Springs. It is for this reason I am writing this letter in hope that something definite can be done to stop the trucks from coming through Palm Springs using Highway 111, Palm Canyon drive.

The trucking organization agreed at one time to route trucks via Highway 99. Truck traffic diminished for a little while but again the menace of heavy trucks with their constant shifting of gears and excessive speed from where they turn toward Palm Canyon drive is unbearable and most dangerous.

Busses, sometimes three at a time, run through at less than 65 miles an hour with no thought for speed control as if this were a freeway. We commute between here and Los Angeles a great deal. I notice that some freeways are free from trucks and that also, a 25-mile speed limit is being enforced on Garvey avenue. Why do we allow this unlawful speed to go on without much effort toward stopping it? It is up to our city fathers to insist on the highway department and county officials to act on this dangerous situation.

We are anxious to stop accidents. We have to start right at home. A stop light system is urgently needed all along Palm Canyon drive and beyond on Highway 111. Until then we need a police patrol on the south end of Palm Canyon drive as observers from side streets as Los Angeles police do. It can and would help a great deal. Thank you for printing this. Your reader and a taxpayer: L. L. R.

A citizen is a man who wants better roads, better schools, better public officers and lower taxes.—Banking.

There is nothing wrong with the younger generation that the older generation didn't outgrow.—Information.

Why didn't Noah swat those two flies when he had such a good chance?—Times of Brazil, Sao Paulo.

The Desert Sun—4 and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, July 15, 1954

More Hot Water — at Less Cost WITH RUUD Saniglas WATER HEATER 10 Year Guarantee Phone for Installation MORRISON PLUMBING 864 BROADWAY Cathedral City Tel. 8-7524

THIS SIDE OF THE SUN

By Phat

Let's hope this rainstorm was too early— If it brings crickets, I'll be surly.

It's only the middle of July and perhaps the little pests aren't ready to pop out new. It's generally when we have a soaking desert rain late in August that the cheerful little chirpers, which make most people uncheerful, pop out. In those late rains the thunder hardly quits growling before that chirp is heard over the land. And other things, too.

RAY CORLISS, Chamber of Commerce publicity chief, got back into town this week from a swing across the nation during which he dined the name of Palm Springs and its virtues as the foremost desert resort into the ears of all who would listen and of some who wouldn't. He said it was a strenuous trip with he and his family constantly on the go. In between boosting Palm Springs, they tried all of the tourist attractions across the nation. Corliss recalled one booster session in Liberal, Kansas, where, when he finished extolling the virtues of Palm Springs, a serious-face woman started chiding him about the lack of virtue among the local populace. Corliss replied with a neat line of arguments but made little headway until he mentioned, "Palm Springs, California." "Oh, California," said the woman. "I thought it was in Florida. Well, in California maybe your morals aren't so bad." Corliss thought that although she was a resident of Liberal, she wasn't so liberal.

WAS BERATED because I mentioned recently that I thought it would be a good thing if they restored speed traps. Unamerican and an infringement on liberty, was the text of the scolding I got. Those people were probably thinking of the days when each community had its own speed cops and kept the fines and used to snare unsuspecting motorists by setting up traps and hiding behind billboards. But in this day, that's changed. Most motorists take it easy and observe the law when they see a white motorcycle or a automobile. What's the difference if they saw a sign by the roadside: "Radar speed timing for the

next 10 miles"? They'd observe the law just as when they crawl along for miles behind a motor-cop.

JOHNNY ARCHIBALD says all this criticism of the Fish and Game commission for releasing pheasants on the desert where people said they would quickly die, is the bunk. Looking out of his window at home in the southeast part of town, he saw a papa pheasant, then mama and trailing them an entire line of little pheasants. "Seemed to be thriving. Maybe they know, this is a game preserve area," he said. . . . Palm Springs received favorable mention in a recent advertisement for Chevrolet in last week's Statepost. But I couldn't recognize the place pictured. . . . Whet my tomahawk and rebek my head!—I'm an Indian! Ella Loth Johnson called to declare she was the woman who wanted to know what "Olancha" meant. That's the tree I live on but I didn't know. So she went to the library where Dorothy Gray, librarian, helped her look it up. Olancha is the name of an Indian tribe which once inhabited southeastern California.

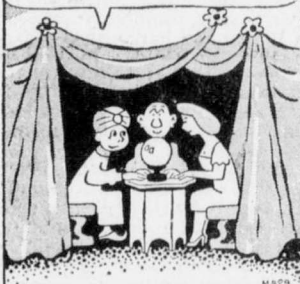
PAGE JOE MCARTHUR! We have Russian infiltration in Palm Springs. At a local dispensary the other day into which I happened to drop, there were nine people draping their elbows on what passes for the mahogany. Two were quaffing brew, the other seven had various varieties of a vodka drink. . . . Speaking of the Russians—yesterday marked the 17th anniversary of the Moscow invasion of the south and it was on July 14, 1937, that residents of the San Jacinto area were startled to find a scarlet and silver airplane in a wheat field there. The occupants spoke a foreign language. They were the three Russians who flew across the north pole from Moscow in 62 hours and 17 minutes for the 6700-mile trip. Better join the Ground Observation Corps. It can happen here.

FRANCIS CROCKER was talking about the exploration trip of steel company engineers along the tramway site last week and remarking on the difficulties of the rough terrain. I suggested helicopters. He said they wouldn't work but remarked that when the flying egg-beaters first became numerous he and Earl Coffman of the Tram authority were worried. They thought that perhaps the "copters would move in and render the tram useless by flying passengers to the top from the desert. But he said that aviation experts soon assured them that there was no such possibility. Two weeks until August and the second half of the bifurcated vacation.

READ SUN CLASSIFIED ADS

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CHILI POWDER Crown Colony

Featured at **SAFEWAY**

State's Leading School Gridders to Aid Hospital

Village Shriners this week were pushing the sale of tickets for the annual North-South interscholastic football game and pageant at the Los Angeles Coliseum next Wednesday night.

The annual game is for the benefit of the Shriners' Hospital for Crippled Children.

The game itself will feature 50 high school gridders, the best in their division. They have been selected by sports writers in the north and south.

The accompanying pageant includes colorful floats, bands, and hundreds of performers in spectacular events.

Proceeds will go for the Crippled Children's hospital where hundreds of youngsters, regardless of race, color or creed, are being treated at no cost to them.

Micro-Midgets to Race July 24

Micro-midget automobile racing will be a new sport feature for Palm Springs as result of action taken by city council this week.

On recommendation of City Manager Robert W. Peterson, council approved a request to hold the micro-midget races at the Polo Grounds with the first meet scheduled for July 24.

In a test to see whether the course, a little more than one-quarter mile in length, is feasible, the little racing cars were at the Polo Grounds Sunday at which time more than 100 persons turned out to watch the trials.

Micro-midget racing, a comparatively new sport, is sponsored by the Santa Monica police force as a youth welfare project.

The Desert Sun—5¢
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, July 15, 1954

NEW!
3-TRANSISTOR
ZENITH
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HEARING AID

★ Operates for only 1 1/2 a month instead of 1 1/2 to 3 1/2 a day for old-type vacuum-tube aids!
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As Southland Shriners begin preparations for the July 21 nighttime Shrine football game and pageant at Los Angeles Coliseum, actress Mary Shipp displays her four tickets to Chief Rabban Glenn L. Pearce (left) and Oriental Guide C. P. MacGregor (right) of Al Malaikah Temple, as Patty Turner, 5, and Peter Klimek, 6, look on. The latter are patients at Shriners' Hospital for Crippled Children, for which funds are to be raised via the game and pageant.

Climax of Holypark Racing Season Scheduled Saturday

Hollywood Park's 1954 thoroughbred racing season will reach its high point Saturday in the fifteenth running of the Hollywood Gold Cup, annually one of America's major turf classics.

After the Gold Cup there will be only one more week left for the meeting which will end Saturday, July 21. The Hollywood Gold Cup is the only race in the world for which \$100,000 net is guaranteed the winner. The approximate \$116,000 which the Hollywood Turf Club puts into the pot to meet this guarantee is the greatest amount paid by any racing association in the world into one race.

A TOTAL of \$137,100 is distributed among the first four finishers, with the winner getting \$102,100, second place \$20,000, third \$10,000 and fourth \$5,000. The extra \$2,100 to the winner covers his fees of \$100 to nominate his horse \$300 to pass through the entry box the day before the race and \$1,500 to start.

Since its inaugural running in Hollywood Park's first season in 1938 the Gold Cup has attracted many of the country's greatest thoroughbreds and the mile and one-quarter classic has been taken by such turf immortals as Seabiscuit (1938), Kayak II (1939), Challedon (1940), Noor (1950), Citation (1951) and Two Lea (1952).

Nite Hawks Win Over DHS 5-1
Desert Nite Hawks defeated Desert Hot Springs 5 to 1 in a Desert Softball league game played at Hot Springs but relinquished the lead in the loop to the Marines who won three last week.

Frank Deavers held DHS to three hits and had little trouble winning. Deavers also led his team at bat hitting a long home run.

The score: R H E
Nite Hawks 5 8 2
Desert Hot Springs 1 3 4
Deavers and Heiser, Poist and Buchanan.

Marines Move Into First Place in Desert Loop

Twenty-nine Palms Marines moved into first place in Desert Softball League with three straight wins last week, holding a half game lead on the Desert Nite Hawks as of Monday night.

Their victims were the Mhoon and Mhoon nine, Palm Springs Transfer and Mexican Colony, in that order.

Mhoon and Mhoon almost upset the Marines in their game with the leaders. The Marines had to come to life in the seventh to score four times to overcome a one-run deficit to win.

Les Shaw of the M-M team socked a lustrous triple and Winningham of the winners poled out two three-baggers and a double to lead their attack.

The score: R H E
Marine Corps 7 8 3
Mhoon and Mhoon 4 3 4
Connell and Prentice; King, Marcus and Colglazier.

Against the Transfer team, Johnny Green, back on the mound for the Marines fanned 15 opponents and also hit a long home run. He held the Transfers to three hits. Jimmy Judd only yielded six hits but four errors behind him, hurt.

The score: R H E
Marine Corps 8 6 1
P.S. Transfer 1 3 4
Green and Prentice; Judd and Sutton.

Monday night the Marines went on a rampage and defeated Mexican Colony 13 to 0. Johnny Green held the local lads to one safe blow.

It was the worst defeat handed the Colony in many games. They played their poorest game to date, making six errors to aid the Marines in their rout.

The score: R H E
Mexican Colony 0 1 6
Marines 13 9 2
Prieto and Hernandez, Canales; Green and Prentice.

Standings
DESERT SOFTBALL LEAGUE
W L Pct.
Marine Corps 8 1 .888
Desert Nite Hawks 7 1 .875
Desert Hot Springs 6 3 .666
Mexican Colony 5 4 .555
P.S. Merchants 3 6 .333
P.S. Transfer 2 7 .222
Mhoon and Mhoon 0 9 .000

Games During Week
P.S. Merchants, 7; Transfer, 5. Marines, 7; Mhoon-Mhoon, 4. Nite Hawks, 5; Hot Springs, 1. DHS, 9; Mhoon-Mhoon, 6. Mex. Colony, 10; Merchants, 1. Marines, 8; P.S. Transfer, 1. Marines, 13; Mex. Colony, 0.

LITTLE LEAGUE
W L Pct.
Strebe Stars 8 5 .616
Junior Police 8 5 .616
Cravy-Hathaway 6 7 .462
Boys Club 4 9 .308

Games During Week
Cravy-Hathaway, 7; Police, 5. Boys Club, 20; Strebe Stars, 3. Jr. Police, 10; Boys Club, 9. Stars, 10; Cravy-Hathaway, 8.

Stars Win Over Braves, 10 to 8
Strebe Stars climbed back into a tie for first place in the Little League Monday night at the Polo Grounds when they defeated Cravy-Hathaway Braves 10 to 8.

After two close innings, the Braves scored six times to take a commanding lead but the Stars came back with three in the third and five in the fourth to win.

The score: R H E
Cravy-Hathaway 10 6 5 3
Strebe Stars 20 35 10 5 6
Sanders, Gomez and Washington; Crawford and Williams.

Junior Elks to Meet Banning
Palm Springs Junior Elks will meet Banning Saturday night at the Polo Grounds in a Pony League game at 8 p.m.

The game is sponsored by Palm Springs Elks and the City Recreation department. Admission is free.

READ SUN CLASSIFIED ADS

Boys Club Sets Record Inning Mark with 15

In one of the wildest games so far in the Little League, the Boys Club came to life Friday night at the Polo Grounds and defeated the co-leaders of the League, the Strebe Stars, 20 to 3. They scored their 20 on only four hits. Wildness and errors by the Stars accounted for the rest.

The Club scored 15 runs in the second inning, a record for the loop.

The score: R H E
Strebe Stars 0 3 0—3 6 6
Boys Club 5 (15) x—20 4 1
Darling and Williams; Ureta and Brune.

Merchants Win Over Teamsters

Palm Springs Merchants got rid of the jinx last weekend, after losing two heart-breakers, came back and defeated Palm Springs Transfer, 7 to 5, in a Desert Softball League game at Polo Grounds.

Bill Tichenor held the Transfers to three hits. Jimmy Judd scattered seven hits in pitching a tight game.

The Merchants won the game in the fifth inning with a four-run outburst.

The score: R H E
Merchants 7 7 4
Transfer 5 3 2
Tichenor and Benson; Judd and Driskell.

Recreation Plenty to Do Here in Summertime

Desert Softball League—Tuesday, Wednesday and Thursday at the Polo Grounds.
Monday and Wednesday at the Polo Grounds.
Single games 8:30 p.m.
Doubleheaders, 7:30-9:30 p.m.
Little League—Monday and Friday night, 7 and 8:30 p.m., Polo Grounds.
Pony League—Saturday night, 8 p.m., Polo Grounds.
Minor League Practice—Saturday morning, 8:30 a.m., Polo Grounds.

Youth Center—Open six days a week, 1-5 p.m., 6-9:30 p.m. Ted McKinney, director.

Boys' Club—Open six days a week.
High School Swimming Pool—Open 7 days a week, 3-6 and 7-9. Life guard on duty at all times.

Tamarisk Park—Seven days a week. Three lighted tennis courts, shuffleboard and horseshoe courts, recreation equipment for children, picnic area for all the family.

Tennis Round Robin—Every Monday night 8-10 p.m. Tamarisk Courts.
For information on the Polo Grounds contact Howard Hadlock, City Hall, telephone 2202.

Mhoon & Mhoon Drop Close One
Mhoon and Mhoon of Cathedral City lost another close one at Desert Hot Springs Thursday to remain in the cellar of the Desert Softball League. With the score tied at 6-6 in the last round, Desert Hot Springs broke it up with a three-run attack.

It was the ninth loss for the M-M team and the sixth game they lost in the last inning.

The score: R H E
Mhoon-Mhoon 6 9 0
Hot Springs 9 8 3
Marcus and Allen; Poist and Buchanan.

DEMOCRATS ELECT TEBO
Frank Tebo of Indio was elected chairman of the Democratic County Central Committee at a meeting in Riverside Tuesday night.

Pony Leaguers Lose Twice in Double-Header

Palm Springs Junior Elks dropped a double-header to two metropolitan area teams at Polo Grounds Saturday night before a large gathering, out to watch the Pony League games.

In the opening game, Maywood tripped the local lads 11 to 6.

Two home runs by Charley Marlin, outfielder for the visitors, topped their attack. One was a grand slam homer and the other, with one on.

In the second game the Downey Cardinals defeated the Junior Elks 17 to 7.

The visitors brought one of the leading boys' teams in the southland to the Village and they were in complete command at all times.

Palm Springs Elks lodge fed the youngsters and provided lodging for them Saturday night at Wonder Palms hotel.

City Recreation department and the Elks lodge sponsor these Saturday night Pony League games.

First game: R H E
Junior Elks 6 5 6
Maywood 11 8 6
Floras, Lewis and Lewis.
Second game: R H E
Junior Elks 7 5 7
Downey Cardinals 17 12 4
Judd, Andreas and Reyes; Wedell and Grunvelt.

Police Hang on to Tie for First

Junior Police won and lost last week to continue in a tie for first place with Strebe Stars and Cravy-Hathaway Braves remained in the race, two games behind by virtue of a 7 to 5 win over the Police Friday night at Polo Grounds.

The score: R H E
Cravy-Hathaway 024 100—7 5 1
Junior Police 013 001—5 9 3
Tomlinson and Washington.

Burke, Lawis and Lewis, Burke. In their other game during the week, the Police defeated the Boys Club Red Sox 10 to 9 in a close game.

Two home runs by Joe Lewis and one by Johnny Segundo marked the fray.

The winners had to come back to overcome a seven-run first inning lead by the Red Sox.

The score: R H E
Boys Club 702 00—9 4 7
Junior Police 352 0x—10 7 6
Burke, Lewis and Lewis, Burke; Ureta, Segundo and Brune.

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PALM SPRINGS BETTER KNOWN ACROSS LAND

Ray Corliss, publicity and promotion director of the Palm Springs Chamber of Commerce, returned this week from an 18-state, transcontinental promotion tour on behalf of the Village. During the month-long 7000-mile trip he visited newspapers, radio and TV networks, magazines, travel agencies and advertising agencies in more than a dozen major cities.

In Detroit, Corliss contacted the Ford Motor Company to interest them in naming sports cars in their upcoming line after Palm Springs places in the manner of their already-named Thunderbird. He also called on other corporations across the country to present Palm Springs as a location for future conventions, press or dealer showings and executive meetings.

Summing up his trip, Corliss said, "We have a great deal to do and a long way to go promotionally in Palm Springs but we have the best possible basic ingredient for doing the job riding with us—and that is public and press interest in our product, Palm Springs. It should be neither too difficult nor too expensive but a simple matter of working together to get the Palm Springs story told through all of the interested media."

TRAVELING by station wagon and accompanied by his family as far as Kansas City, Corliss distributed thousands of pieces of literature and showed a Palm Springs film to some 2,300 persons.

According to Corliss, he was received extremely well everywhere. And everywhere, he said, he found a ready market for the news of Palm Springs. "The reaction of some newspapers,"

he said, "was 'Where have you been all this time?'"

"It seems that there are very few people who aren't interested in talking about, or hearing about, Marilyn Monroe, Joe McCarthy, the Giants and Palm Springs."

IN ST. LOUIS, Philadelphia, and New York, Corliss met with representatives of major league baseball clubs to discuss obtaining a major league spring training camp for Palm Springs—either now or when one or more franchises are moved west. The teams agreed that Palm Springs is the logical choice on every count except that the present absence of major league teams training in California makes it difficult to arrange profitable exhibition games. The Chamber plans to follow this ground-work with all 16 major league clubs.

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Five Councilmen to Attend Session

Five city councilmen will attend the League of California Cities conference in Los Angeles October 17 to 20 it was decided by council Tuesday.

Arrangements have been made for Mayor Florian G. Boyd and Councilmen Earle Strebe, Frank Miller, Jerry Nathanson and Ted McKinney to be at the conference.

White Honored by Administrators' Ass'n
Ben White, Riverside county coroner and public administrator, was elected to another office this week.

He was made vice-president of the California Association of Public Administrators at the group's convention in Ventura. He is a past president of the California Coroner's association.

Three from Village at Summer School
Carl P. Groth, 295 Palo Verde, Robert Havemann, 1672 North Riverside drive, T. Weyland Reynolds, 877 China road, and John W. Mann, of Palm Springs, are among the scores enrolled in the first University of Redlands summer session which concludes July 23.

A wide variety of subjects is listed by the university. Second summer session will start July 26.

Gas Company Rate Hearing on July 24
Public Utilities Commission will hold a hearing on the application of the Southern California Gas company, which serves Palm Springs, for a rate

Blue Cut Survey Assurance Given

Assurance that a survey will be made of the Blue Cut short route between Indio and Twentynine Palms was given residents of both communities seeking the highway, this week.

The National Park Service has agreed to the survey, the Indio chamber of commerce was informed by Congressman John Phillips in a letter this week.

YOU GIVE JOBS
When You Give DISCARDS to Goodwill Industries
JOBS . . .

There is an organization in this area whose only reasons for being are to give jobs to physically limited and elderly men and women, and to make available to low income families economically priced, good quality, reconditioned merchandise. The organization is **GOOD WILL INDUSTRIES**

TRAINING . . .
On-the-Job training is given by this organization to people who have, or receive, a physical disability so their abilities may not be lost to the economy of the area. This opportunity to earn while they learn revives self-confidence and helps to maintain self-respect. The organization is **GOOD WILL INDUSTRIES**

WAGES . . .
Employees' and trainees' wages are paid out of the proceeds gained from the sale of reparable merchandise which is collected from the homes in this area. It is sorted and restored in the organization's workshops. The renewed articles are then sold in the organization's stores. Overhead costs are also paid from the proceeds. Once again—the organization is **GOOD WILL INDUSTRIES**

Almost every householder has usable or reparable furniture, clothing, appliances (large and small), toys, books, etc., that are no longer useful to them.

You are as close as your telephone.
Call Palm Springs 2 3 6 3
On Saturday, July 31, a Goodwill truck will pick up reparable articles at your home and take them to the workshops at **GOODWILL INDUSTRIES**

GOODWILL INDUSTRIES

of the Inland Counties

3rd & I Streets San Bernardino 8th & Lime Streets Riverside

3 MORE WEEKS LEFT TO GET YOUR

Special 6 Months Trial Offer of

TOP QUALITY TV

FOR ONLY \$10 PER MONTH

MORE THAN A HUNDRED VILLAGERS HAVE ORDERED TV IN THEIR HOME SINCE JULY 1!

Telephone Palm Springs 2882 or 5162—ACT TODAY!

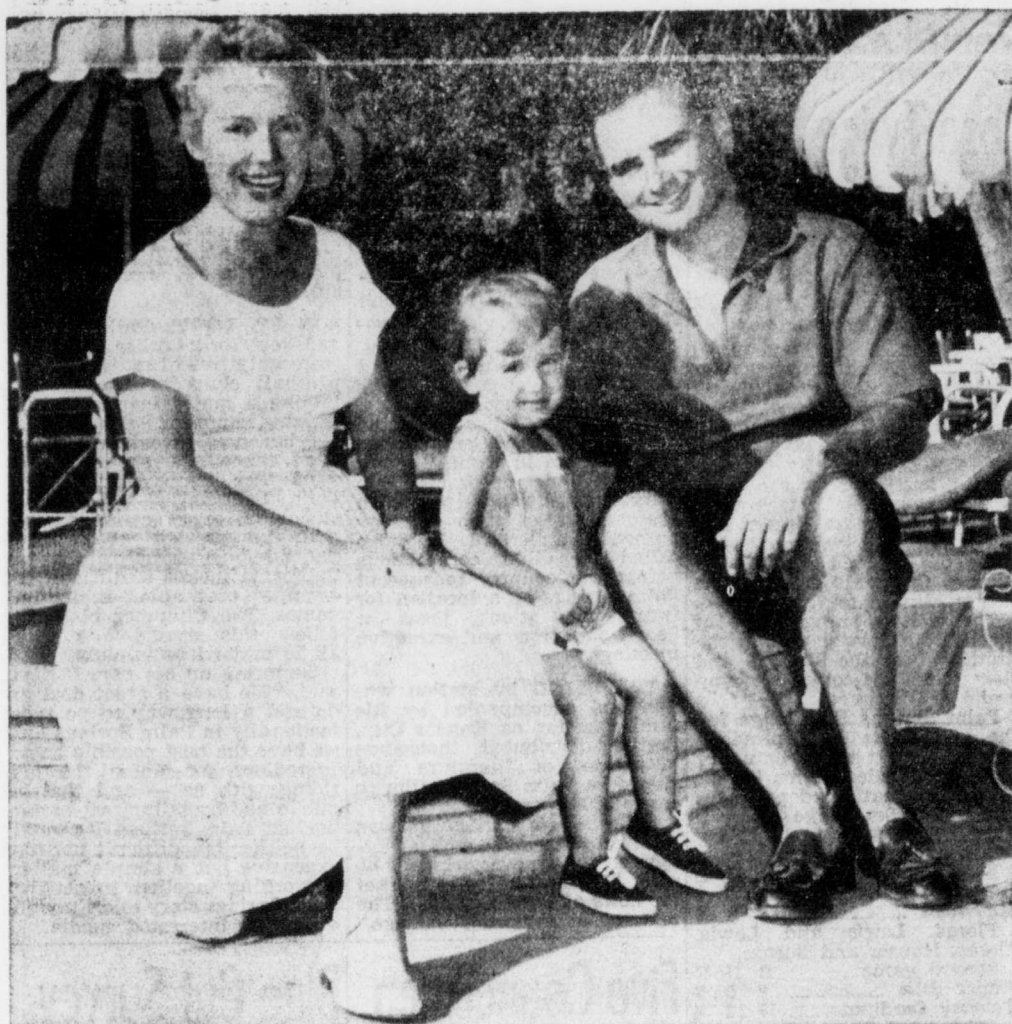
Palm Springs Community Television Corporation

A SUBSIDIARY OF INTERNATIONAL TELEMETER CORPORATION

192 S. INDIAN AVE.

HAVE TV IN YOUR HOME THIS WEEKEND!

HAL WALTZ, Gen. Mgr.



(Desert Sun Photo)
TO BECOME VILLAGERS — Mr. and Mrs. Henry Kuh and their little daughter, who are staying at Normandy Village awaiting completion of their new home in Deep Well subdivision. They plan to sell their home in Westwood. Mrs. Kuh is Virginia Wells who had leading roles in many pictures including "Kiss for Corliss" and "Make Believe Ballroom." Her husband is a stock broker and has many real estate holdings.

Redlands Bowl Cast to Present Mikado Tuesday

Revived by popular request, the Redlands Bowl production of Gilbert and Sullivan's tuneful and hilarious opera, "The Mikado," which drew record breaking crowds last summer, is being readied for performances in the Bowl Tuesday and Wednesday, July 20 and 21 at 8:15 p.m. There will be no admission charge.

Anne Jamison, star of opera, radio and concert stage, will again play Yum-Yum in a cast which last year won wide acclaim as one of the finest "Mikado" companies ever assembled.

Back in their old roles are Hugh Folkins as Pooh-Bah, Al Newell as Ko-Ko, Earle Abbott as Nanki-Poo, Nancy Beaver Smith as Peep-Bo and Barney Travis as Pish-Tush.

Phone or Bring in Your News

While Hildy Crawford, society editor of The Desert Sun is on two-month vacation during July and August, Villagers who have news items are urged to telephone The Desert Sun, 2249, or, better still, mail or bring in their news.

Mrs. Allison Buys Home at Thunderbird

Thunderbird Ranch and Country Club added another internationally known person to its colony of residents this week.

Elizabeth Winship Allison, member of the Coca Cola company family purchased an estate-size home neighboring that of Bing Crosby and Jimmy Van Husen, the famous song writer.

Mrs. Isabelle Cameron, wife of realtor Donald Cameron handled the transaction for both the purchaser and the seller, who is Belmont Sanchez. The price of the ranch type home is reported to have been approximately \$75,000.

According to Donald Cameron, Mrs. Allison and her five children moved into their new home yesterday.

Mrs. Allison is well known in social circles in this country from coast to coast and in most of the watering places of Europe.

Honolulu Just Like Village, is Report

In a letter from Honolulu, Beth Scott of the Village writes that, "It's just like Palm Springs all of the time with so many of our friends appearing here."

Latest Villagers noted there were the John McClures and the William Wests.

Villagers Return from Long Trip Across Nation

Mr. and Mrs. Andrew T. Christian, 2714 Anza Trail, have returned after a six-week trip to Pennsylvania, New York state and Kentucky.

During their stay in Pennsylvania they were the house guests of Albert and Evelyn Burkl of Gibsonia. The Burks have a winter home in Palm Springs.

While visiting in Chautauqua, New York, they visited with Mr. and Mrs. Garnet Sixsmith, who also have a home here.

From New York they motored to Kentucky where they stayed at the famous Campbell House in Lexington. Ralph Campbell, who owns the home, is an old time friend of Andrew Christian.

During their stay there they met many other old acquaintances and friends of Villagers. Among these were Ed Ashford, sports editor of the Lexington Herald; Jimmy Ward Reese of Millersburg, Ky.; Stanton Collier, head coach at Kentucky U.; and A. B. "Happy" Chandler, well known national figure.

Menasses to Host Beverly Hills Party

Mr. and Mrs. S. P. Menasse will entertain a group of Palm Springs friends at the Beverly Hills club tomorrow evening. Cocktails on the patio will be followed by dinner.

Minneapolis Girl Weds Roy Randolph

Word from Roy Randolph, well known Villager, received by friends this week revealed his marriage in Yerington, Nevada. His bride is the former Anne McGill of Minneapolis, Minn.

Mr. and Mrs. Leon Griuel, the bridegroom's step-brother and wife, accompanied the happy couple to the altar as did Mr. and Mrs. Kenneth Strosnider of Yerington.

The couple spent their honeymoon at Sen. Fred Strosnider's Lodge at Twin Lakes and plan to be in Palm Springs during the season. They will make their home in Hollywood.

Looks Forward to TV Career

Pauline T. Regan, granddaughter of Mr. and Mrs. W. H. Quinn is looking forward to a career in television as result of an exciting visit with Mr. and Mrs. Randolph Rogers in Hollywood. Rogers, an official of the Jesse Laskey studios, took her to the television studios where she met Lynn Stahlanster, casting director.

The director encouraged her to continue her dramatic studies and also to study dancing and singing with a view to an acting career.

She is a student at Palm Springs high school.

Many Villagers at Beach Doll House

Balboa Beach Doll House, operated by George and Ethel Strebe, is looking like these days. Among Villagers visiting at the Beach Doll House were Mr. and Mrs. Tom Curtis, Ken Kierman, Bob Howard, Bob and Pat Higgins, Mr. and Mrs. Bill Kolpacoff, Laurie Sheklow, Bill Fadden and Al Quintana.

Lunch and Swimming Party Mark Birthday

Robert Ashbaugh celebrated his seventh birthday last week with 20 of his friends from Palm Springs, Beverly Hills and Hollywood to assist him.

Lunch, swimming and games at Castle's Red Barn marked the occasion.

Ray Corliss, just back from a swing across the nation boosting Palm Springs in his capacity as Chamber of Commerce public relations director, with Mrs. Corliss and family, expect to spend a few weeks in a cabin at Idyllwild.

Compton Couple Exchange Vows at Judge's Home

John George of Compton and Margaret George of the same city, like Palm Springs so well they wanted to be married here.

Unable to find a minister, the couple who wanted to make the two Georges one George, contacted Judge Hilton H. McCabe of the county superior court. Judge McCabe invited them to his home here where the vows were exchanged. His daughter and son-in-law acted as witnesses.

The Georges, who had been frequent visitors here, told Judge McCabe that they liked the Village so well they wanted to be married here and some time, hope to make their home here.

Linkies Mark Anniversary

Mr. and Mrs. John Linkie of Palm Springs, celebrated their 20th wedding anniversary at the Balboa Beach Doll House of George and Ethel Strebe.

Guests were Mr. and Mrs. Bob McKenzie, Mr. and Mrs. Elmo Purnell, Mr. and Mrs. Jack Elliott and Mr. and Mrs. Harry Miller.

Villager Awaiting Visit from Brother

Mrs. E. Blatt Petnick of Calle Santa Rosa is expecting a visit from her brother, Newton Powell Blatt, mayor of Bremen, Ohio, this month. Mr. Blatt was a school official in the Ohio town for 30 years and is now in his second term as mayor. It will be his first visit to Palm Springs.

Marj Pohl Returns

Marj Pohl, Village publicist, and her father were in the Village one day last week following a six-week motor trip that took them to the east coast and back through the Pacific northwest.

Gillilands Visiting at Cal-Neva Lodge

Ray and Elsinore Gilliland spent two weeks at Cal-Neva lodge at Lake Tahoe at the start of a trip which will take them all over the nation. They spent a few days in San Francisco before going to Lake Tahoe.

Visits in San Diego

Dixie Lee Vogels, daughter of Mr. and Mrs. Leonard Schriefer, of 627 Highland drive, is spending two weeks in San Diego as houseguest of Commander H. C. Bhalla and family of the southern city naval base.

Village Girl, Postmaster Wed July 22

Elsie Van der Schuur of 481 North Palm Canyon drive, will become the bride of S. Merritt Williams, Palm Springs postmaster, July 22 it was announced by the couple this week.

The ceremony will be performed at the home of Dr. and Mrs. James B. Oliver at Lake Arrowhead.

Miss Van der Schuur, a cosmetician, has been a Village resident for some time. She left last week for Texas where she is visiting her parents and will return to the Village next Tuesday.

Boy Arrives for Manchel Family

Mr. and Mrs. Sol Manchel, 986 North Patencio road, are the parents of a son born at Casitas hospital, Indio, last week.

The new arrival has been named Lawrence Robert and was initiated into the Abraham Lincoln Covenant last Saturday at a ceremony conducted by Rabbi Isaac E. Bloch. The father is associated with Radio KPAL at El Mirador hotel.

Crawfords Host to Their Grandchildren

Mr. and Mrs. William Crawford (Hildy Crawford to The Sun's large family of readers) have been entertaining their grandchildren at their Banning home. Today Mrs. Crawford went to Lido Island to spend a week with her brother-in-law and sister, Mr. and Mrs. Robert Wilson.

Joann Colburn at Pepperdine Class

Joann Colburn of 3914 Calle San Raphael, was among the 135 students enrolled at the fifth annual Baton Camp last week on the Pepperdine College campus in Los Angeles.

The class was given instruction in the basic skills of twirling by a staff of nationally known twirlers headed by Bob Roberts.

Former Village Girl Welcomes Baby Daughter

Mr. and Mrs. David J. Ainsworth (she is the former Shirley Lockett, daughter of Mrs. Donald Lockett) are the parents of a seven pound, four ounce girl, Sharon Anne, born July 3 in Wichita, Kansas, according to word received by local friends.

Mrs. Lockett and daughter Sallie were in Wichita where the Ainsworths now reside, for the arrival of the little girl.

Mrs. Lockett and daughter made the trip from Palm Springs by automobile stopping over for several days in Santa Fe and Taos, New Mexico. They plan to stay in Wichita until August 1.

Dance Festival at Idyllwild Friday

Third annual Mountain Pines Folk Dance Festival of the Folk Dance Federation of California, South, will open tomorrow night on the campus of the Idyllwild Arts Foundation at Idyllwild.

Pictures of international folk dances taken in Europe will be shown tomorrow night. Saturday morning will be devoted to a panel discussion on folk arts as an enrichment to folk dancing. Saturday afternoon the annual teaching institute of the federation will be held and Saturday evening the annual dance festival will be held.

Exhibition dancing and a Folk Costume parade are scheduled for Sunday afternoon.

Marsha Kane to be Bride on August 14

August 14 has been chosen as her wedding day by Marsha Colleen Kane whose engagement to Daniel Vern Newman, son of Mr. and Mrs. William F. Newman of Compton was announced this week by her mother, Mrs. Eloise Biddle Kane of Desert Hot Springs.

The popular and talented bride-to-be graduated from Palm Springs high school in May of this year. She is a past Honored Queen of Bethel 186 of Job's Daughters. Newman is active in De Molay work in Compton.

The young couple have selected the picturesque glass church, The Wayfarers' Chapel at Jortuguese Bend as the setting for their wedding.

80th Birthday of Visitor Honored

Mr. and Mrs. Henry Fershaw of Outpost Estates, entertained at dinner last week in honor of William S. Kuhns of Hermosa Beach.

The occasion was his 80th birthday. He has been visiting at the Fershaw home for the past week.

Among those present were Mr. and Mrs. Clark Cornwell of Van Nuys, Frank J. Mellage and George Stoeple.

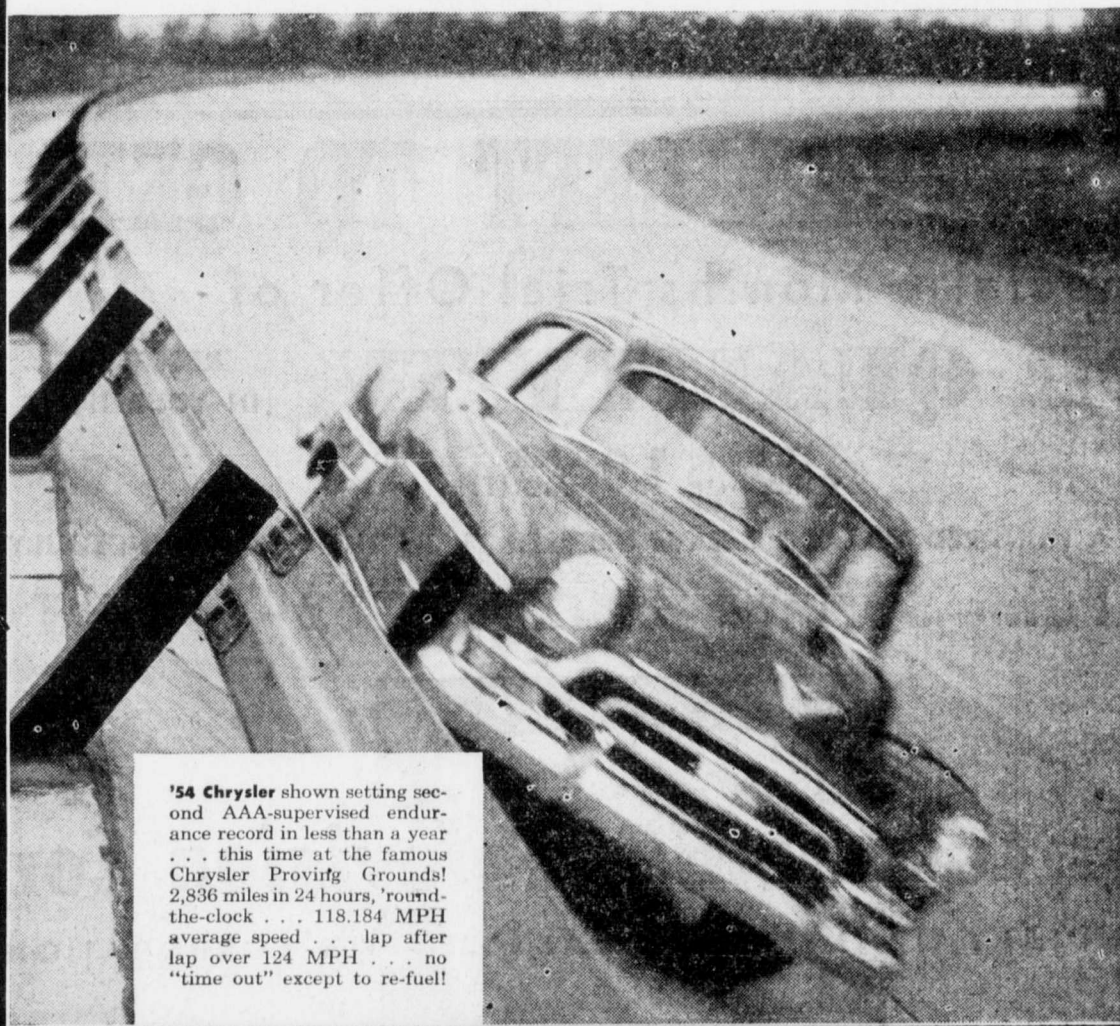
The Desert Sun—60
 and PALM SPRINGS NEWS
 PALM SPRINGS, CALIFORNIA
 Thursday, July 15, 1954

A good companion

When you're in a relaxing mood, settle back with a sparkling glass of Olympia.



CHRYSLER WORLD RECORD IN 24-HOUR RUN IS YEAR'S TOP VALUE NEWS TO BUYERS!



'54 Chrysler shown setting second AAA-supervised endurance record in less than a year . . . this time at the famous Chrysler Proving Grounds! 2,836 miles in 24 hours, "round-the-clock" . . . 118.184 MPH average speed . . . lap after lap over 124 MPH . . . no "time out" except to re-fuel!

Now's the best time for you to buy and drive a '54 Chrysler . . . identical with the one that averaged over 118 miles per hour for 24 hours' continuous run! Same engine. Same transmission. Same tremendous performance qualities!

This is a Strategic Time to Buy . . . right now when we're making it so unusually easy to do so! We can also promise you that once you drive this beautiful record-breaking performer, you'll know you've made the right buy!

No Other "Stock" Car in the world lets you drive with today's highest-rated V-8 engine: 235 HP FirePower. Plus the most automatic no-clutch transmission ever put in a car . . . PowerFlite. Plus the only authentic Full-time Power Steering and Safety Power Brakes!

Stop in and see how it feels to be "Number One" on the road . . . in America's greatest performer. Come learn why today's Chrysler is today's finest buy!

The power of leadership

Is yours in a beautiful

CHRYSLER

Sure as ice floats

Ice is nice . . . because, among other things, it floats in drinks and makes them cold. And millions agree that ice is nicest when it's floating in a tall cold superfine drink made with Seagram's 7 Crown — America's favorite whiskey.



Say Seagram's and be Sure

Seagram-Distillers Corporation, New York City. Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.

BANNING AUTO SERVICE

1585 W. RAMSEY

BANNING, CALIFORNIA



(Delta Line Photo)
DOWN SOUTH AMERICA WAY — Mr. and Mrs. Owen P. Churchill of 1256 San Lorenzo, posed for ship photographers on the dock at New Orleans shortly before boarding the SS Del Sud (in background) for a 42-day cruise to the east coast of South America. The Delta Line ship sailed July 8. Churchill was the originator and manufacturer of the swim fins which have become an international sports fad since their introduction by the "frog men" of World War II.

Palm Desert Residents Aid Mrs. Pritzlaff in Testimony

Several residents of Palm Desert appeared in Los Angeles county superior court before Judge Elmer Doyle last week to testify in behalf of Mrs. Catherine Pritzlaff, 46, who is seeking to prevent her husband, Herbert F. Pritzlaff, 62, from divorcing her in Nevada before trial of her separate maintenance suit in Los Angeles.

Mrs. Pritzlaff and the witnesses testified that her husband has not moved to Nevada. They claimed that he had been in Palm Desert almost daily during the period he claimed to have resided in Nevada.

Mrs. Pritzlaff testified that her husband's income was \$50,000 yearly from stocks and she asked temporary alimony and listed her expenses as \$1,415 monthly.

County Contracts for Fair Exhibits

Riverside county will have exhibits at most of the fairs around southern California next year. Supervisors Monday executed a contract with the California Decorating company to prepare fair exhibits for the southland.

During the remainder of this year and the first half of next year, the company will prepare four exhibits. The supervisors will pay \$5000.

The fairs this year are the Orange County Fair at Santa Ana and the Los Angeles County Fair at Pomona.

The fairs next year are the 40th National Orange Show at San Bernardino and the Southern California Exposition and San Diego County Fair at Del Mar.

Chief owner of the California Decorating Co. is William J. Keon. The company's headquarters are at 1085 Pacific Avenue in San Bernardino.

The contract was recommended to the supervisors by the County Board of Trade, which

LIFE THE GIFT OF GOD, SAYS SERMON

"The gift of God is eternal life through Jesus Christ our Lord." So declares Paul to the Romans (6:23) in the Golden Text of the Sunny Lesson-Sermon on "Life" in all Christian Science churches.

Assurances of preservation of man's energies and abilities through the understanding that God is his life are given in a passage from Proverbs (4:5-7, 23). "Get wisdom, get understanding; . . . Forsake her not, and she shall preserve thee; love her, and she shall keep thee. Wisdom is the principal thing; therefore get wisdom: Keep thy heart with all diligence; for out of it are the issues of life."

"Life is deathless," affirms Mary Baker Eddy in "Science and Health with Key to the Scriptures." She continues, "Life is the origin and ultimate of man, never attainable through death, but gained by walking in the pathway of Truth both before and after that which is called death." (p. 487).

develops projects to advertise the county—to attract tourists and industry.

The Desert Sun—7th and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, July 15, 1954

Board Argument Delays Payment of County Bills

Supervisors again wrangled over bills at Monday's meeting with the board refusing to pay claims against the county by a two to two vote.

Supervisors Sherman Lewis and Irwin Haden were for payment. Supervisors William Jones (chairman) and Roman Warren were against. The fifth supervisor, Homer Varner, was absent on county business in Washington, D.C.

He is expected to return in time for next Monday's meeting and to join Lewis and Haden in the vote to allow the claim.

Supervisors William Jones and Roman Warren have been following a policy of voting against all claims until the supervisors return to their old policy of reviewing claims for personal expenses during their weekly public meetings.

On Feb. 15 Varner and Lewis and Haden voted for an order that gave County Auditor Ray Hicks authority to allow the personal claims on his own and "without further approval of the board."

There was no estimate available of how much this week's bills came to, but it was thought to be several thousand dollars.

County Auditor Ray Hicks told the supervisors it was regrettable that people who have money coming to them from the county will have to wait a week or more longer.

Visiting Fireman Goes into Action

Attorney and Mrs. John Cochran of Santa Ana and Mrs. Cochran's mother and father, Frenchy Walsh of East St. Louis, Ill., were guests over the weekend at Desert Ho.

Mr. Walsh, who is with the fire department in the midwest, got back into harness here although on vacation. Driving into town the party stopped at a blaze on Indian avenue and Walsh assisted in fighting the fire.

Mrs. Ruth Hardy of Ingleside Inn and a member of Palm Springs city council was a guest at Idyllwild Inn, Idyllwild.

Mr. and Mrs. Jack Kenaston of the Village were recent visitors to the Idyllwild area.

If we'd all drive right, more people would be left. — Oren Arnold, Kiwanis Magazine.

TODAY'S USED CAR SPOTLIGHT

YOUR BUICK &



G-M DEALER

1950 FORD STATION WAGON
Excellent mechanical condition. Good tires. Very clean.
\$985.00

1951 CHEVROLET
Sedan with Powerglide. Good condition, good rubber.
\$1065.00

1946 STUDEBAKER
Champion sedan. Excellent transportation.
\$245.00

1946 LINCOLN
Sedan
You'll get more than your dollar's worth in this good automobile.
\$265.00

1951 DODGE
3/4-ton Pick-up. Very sharp. Borg camping body. Mechanically perfect. Good tires.
\$1085.00

Reputation

Tradition

Count in

Used Car prices

Desert Inn Garage

193 N. Palm Canyon
PHONE 4001
Palm Springs

FACTORY DELIVERY
SAVE \$372.00!



July 15th . . . Day after 'Bastille Day', in my second favorite country, France. As a kid in France I spent many happy 'Bastille' days. Sore of like our Fourth of July here.

O.K., so it's July 15th. Let's stop and look the situation over. Palm Springs schools open on Wednesday, September 8. Just seven weeks from today. That means that all the parents whose offspring will be attending these fine schools will have to have their homes set and ready sometime before that date. So what I'm trying to say is the summer is practically over right now and as I remember, former parents in former years, even before Eisenhower, raided the real estate offices all through August.

Another lad with sand in his shoes, Jerry Miley, scion of the Miley Empire, is a summer addition to Rancho Mirage. Just one more of my associates who has yellow cord fever, telephonitis, that is. Always phoning from Mexico, Acapulco or wherever. At any rate Jerry is

here now ready to go into the development of Thunderbird properties.

IN THE MAIL

From Denver, Colorado, on their way to their native Rochester, N.Y., John and Eleanor Noyes say "Hello to all our friends. See you right after Labor Day." For anyone who doesn't know, they are the managers of Desert Air Hotel.

From Stockholm, Sweden . . . our good friends Axel and Greta Linus send a picture of the total eclipse of the sun. "See you soon," they say.

From Paris, in La Belle France . . . Bill and Jean Boylen (he's the prominent patent attorney up in the Crocker Building in San Francisco) write they've had a grand trip around Europe in their little foreign car and will see us at their Rancho Mirage home come next July 20.

From West Yellowstone, Montana . . . the most colorful of all colorful characters, Betsy Fisher writes, "Everything is fine. Wish you were here. Why not come up August 1?" Since I'm a slouch at writing letters and since I know Betsy subscribes diligently to The Desert Sun, I'll say here and now, O.K., I'll come up there. Just phone down to Salt Lake City and tell that nice husband Frank Fisher (of the brewery by the same name) to be up

there at the same time.

From Glasgow, Scotland . . . Former Federal Judge and now Poet Laureate of Rancho Mirage, Frank's Krull sends me a postcard picture of the Cameron Clan. "I'd like to see you here on Saucelhall street in kilts," says the Judge.

From Toronto, Ontario, Canada . . . my very, very nice brother-in-law Eddie Noonan postcards that he is enjoying himself at the very fine Royal York Hotel and will shortly go over to my native heath St. Catharines to say hello to Ken and Dorothy Cameron. Funny thing, Eddie, a native of Jersey City, N.J., went to St. Andrews College in Toronto, the finest Presbyterian Institute in Canada and your correspondent, having read the Merriwell (Frank and Dick) books talked his mother into going to Pennsylvania Military College, just outside of Philadelphia in Chester, down on the Delaware River.

From Tokyo, Japan . . . Sid Master at Rancho Mirage, received word from son Blaine that he has been transferred from the Destroyer USS Lofberg, in Japanese waters, to Yokusko Naval Base, for further transfer to San Francisco and a discharge from the Naval Service in a few months. Blaine will then complete his last semester of college. Good news, Sid, and the best of luck to

Blaine.

From fashionable Keene Valley, N.Y. . . . Mort and Mary Barnes, attractive new residents of Rancho Mirage. They bought Herb and Janet Foster's house on Sahara road. After visiting

their many Eastern friends in Locust Valley, Long Island, Greenwich, Conn., New York City they write, "En route home via Lake Tahoe. Can't wait to get back." Cheerio Amigos.

Long Term Low Payments Loans

"Where Money Grows Faster"

176 S. Indian Avenue
Phone
Palm Springs 2954

45-149 Smurr Avenue
Phone 7-3416
Indio

SOMEONE WILL BUY IT!

With Good American "Greenbacks"



It may be in your garage -- in a corner of your storeroom -- an automobile -- furniture or even YOUR HOME!

There's money waiting for you in the Classified columns of **The Desert Sun**

A telephone call to the Classified Department of The Desert Sun will place whatever you may wish to convert into cash before thousands of prospective buyers.

ACT NOW!

PHONE 2249

Westinghouse

Appliances

Sales and Service

Refrigerators — Freezers — Disposals
Ranges — Dishwashers — Air-Conditioners
Laundromats — Dryers

HAMMER ELECTRIC
LICENSED CONTRACTORS

196 South Indian Avenue Phone 2888

Commercial and Domestic Refrigeration Service

Small Appliances — Fixtures — Materials

City Given Auto Club Award for Safety Records

Palm Springs last week received a national award for having no pedestrian deaths in 1953.

A certificate for "excellence of pedestrian record" was received by Mayor Florian Boyd and City Manager W. R. Peterson from William H. Skellett, district manager of the Automobile Club of Southern California, who presented the American Automobile Association award.

As he presented the certificate, the Auto Club executive said the award was a tribute to the city's educational, traffic engineering and police enforcement programs in pedestrian protection.

Skellett said this city's record last year played an integral part in the nation's steadily declining pedestrian fatality rate.

Winning the AAA's national award reflects great credit on the citizenry and co-operating safety organizations as well as on the city administration, Skellett said.

The Desert Sun—8^o
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, July 15, 1954

Lutheran Services
at
Youth Center
396 No. Belardo Road
Every Sunday
at
8:30 A.M.
Rev. Paul A. Hilgendorf, Jr.

DIRECTORY
Palm Springs
and Desert Area
Real Estate
Firms

PALM SPRINGS	Phone
APPLEBAUM, DAVID	5555
326 S. Indian Ave	
BOGGESE, Incorporated	2971
Penthouse 31, The Plaza	
FOSTER, HERBERT H.	3555
101 N. Palm Canyon Dr.	
FULTON, MURIEL E.	2225
119 S. Palm Canyon Dr.	
GANNON REALTY CO.	2772
711 N. Palm Canyon Dr.	
HAMMOND, JAMES	5373
875 N. Palm Canyon Dr.	
HARRY REID and	
RUSSELL WADE	2855
850 S. Palm Canyon Dr.	
HICKS, HAROLD J.	2736
813 N. Palm Canyon Dr.	
ISRAEL, ADOLPH	2981
671 N. Palm Canyon Dr.	
KOTY, FRED F.	2522
380 N. Palm Canyon Dr.	
MATHEWS, C.W.S. J.	5308
180 S. Indian Ave.	
MILLER, FRANK W.	2929
428 N. Palm Canyon Dr.	
MUNHOLLAND & CO.	3673
1059 N. Palm Canyon Dr.	
NELSON, AMY	4627
2277 N. Palm Canyon	
NICHOLS, CULVER	2182
861 N. Palm Canyon Dr.	
PRESS, THERESA	5282 or
420 S. Indian Ave.	5691
RAY, TERRY	2064 or 5103
773 N. Palm Canyon Dr.	
ROCKS, MADGE O.	7375
P.O. Box 669	
SHEPTENKO, PETER B.	2727
The Pioneer Realty Co.	
475 N. Palm Canyon Dr.	
VENGER, LOUIS	6060-5595
3775 N. Indian, P.O. 1447	
WEINSTEIN, RALPH	2884
256 1/2 S. Palm Canyon Dr.	
WILLIAMS, JOHN W.	3311
423 N. Palm Canyon Dr.	
WRIGHT, BILLY	5727
180 S. Indian Ave.	

CATHEDRAL CITY

BILES, RUTH	8-4371
56 Glenn Street	
HILLERY, WILLARD R.	8-3417
JORGENSEN, E. M.	8-3401
68-574 Broadway	
SHERILL, R. H. "Bob"	8-3543
707 and 713 "D" St.	

THOUSAND PALMS

HAL CORNELIUS	393
---------------	-----

COACHELLA

RALPH L. STEPHENS CO.	
Hiway 111 and Hill Dr.	85-205

PALM DESERT

EDITH EDDY WARD	
Palm Desert	76-3431
ELLSWORTH, BOB	76-3741
P.O. Box 281	

THUNDERBIRD AREA

BURKE, TONY	8-3391
Wonder Palms Road	
Palm Springs	

RANCHO MIRAGE

EWART, ESTELLA C.	8-4203
-------------------	--------

TAMARISK C. C. AREA

PALM VALLEY REALTY Co	
Wonder Palms Rd. and	
Hiway 111	8-3481

IDYLLWILD

BELYEA, MARIE	80-146
P.O. Box 211	
opposite Catholic Church	



(Willis Photo)
PEDESTRIAN AWARD—The American Automobile Association presented the City of Palm Springs with an award for having no pedestrian deaths in 1953. Pictured at the presentation ceremonies are: left to right, Traffic

Sergeant and Constable-elect Howard Poe, City Manager R. W. Peterson, Chief of Police John S. Davis, Mayor Florian G. Boyd and William H. Skellett, district manager of the Automobile Club of Southern California.

From Page 1—MORE ABOUT

COUNCIL

city council in writing.

Councilman Ted McKinney moved to submit one or more plans to the voters at the November election, and the motion was seconded by Councilman Jerry Nathanson.

AT THIS POINT in the proceedings, Councilwoman Ruth Hardy, asked for a discussion, and Mayor Florian Boyd called a recess.

After almost an hour the council returned to the chambers and Mayor Boyd called the meeting to order.

Councilman McKinney amended his motion to read that with the help of the city planning commission the city council would submit one or more redistricting ordinances to the voters in a special municipal election to be held on or before February 15, 1955, and that City Attorney Jerry Bunker Bock halting all litigation now before the courts on redistricting, and stipulating that whether redistricting is accepted or rejected by the voters, the matter will be dismissed, and each district will be set up to include as close as possible an even number of residents.

WHEN THE MOTION was brought to a vote, five yes votes were cast (Councilmen Strebe and Sanborn were absent) and the motion was approved. When making their yes vote, Mayor Boyd, Ruth Hardy and Frank Miller each stated that they were voting yes only because they wished to have nothing in the way in the attempt to stop the cement plant.

The city will start preparing plans for redistricting, and will present them to the voters by February 15, and if three-fourths of the voters approve the ordinance, it will become law. But if the ordinance wins only by a majority, there may be trouble. Because the law does not designate between a three-quarter vote and a majority vote, it will be necessary for the redistricting issue to again go to court as "a friendly suit" to have the court rule on its legality.

Burglars Enter 2 Local Homes

Two home burglaries were being investigated by local police with the loot reported valued at \$156.

The home of J. W. Pickell, 219 North Via Miraleste was entered and property valued at \$100, \$20 in currency and a silver dollar taken.

At the home of Gladys Murray, 342 North El Segundo, property valued at \$25 and \$10 in small change was stolen.

Carl Elverdahl

Quality work is always cheapest in the long run.

Custom Upholsterer

For the discriminating clientele

FURNITURE and DRAPERIES
MADE TO SPECIFICATIONS
EXPERT RECOVERING

Finest selection of fabrics.

1125 W. RAMSEY
(Hiway 99)
PHONE BANNING
5 7 4

Toastmasters in "Beat the Heat" Summer Talks

Palm Springs Toastmasters club is "beating the heat" during the summer months by holding informal outdoor meetings at homes of members.

Last Thursday the steak barbecue was held at the home of Art Coffey and was another success.

"Informal meetings during the summer months are the surest way to help a member relax which, in turn, helps that individual to be himself when speaking before an audience," Eric Walker, president of the club said.

Tonight's meeting will be held at 6:45 p.m. again at the Art Coffey home where another barbecue will be held.

The main speakers are Coffey, Bill Foster, Tom Selman and Joe De Francis with Harry Van Gorp acting as toastmaster. Bill Kehlengruber will be in charge of Table Topics with S. Barnes as the evening's evaluator.

Anyone interested in learning the art of public speaking is invited to attend, President Walker said.

Supervisors Hear Assessment Protests

Board of supervisors, Monday started sessions as a board of equalization to hear protests on assessment figures released last week by Frank Burchfield, county assessor.

Protests of property owners who feel they were assessed too high will be considered and adjustments made if supervisors concur.

The board will meet again next Monday at 10 a.m. to listen to protests.

Visitor Reports Loss of Wallet and Cash

Roy B. Walden of Macon, Ga., reported to police Saturday that his brown leather wallet containing a check made out to him, about \$1000 in cash and identification papers was missing.

He offered \$100 reward for its return intact.

DON'T NEED IT?
SELL IT THRU THE WANT ADS

From Page 1—MORE ABOUT

LAND

of the lands allotted them as compared to other allotments. The contention of these Indians and the petition filed by their attorneys in behalf of those clients was overruled by Judge Mathes.

The federal court's decision establishing allottee's lands will now make it possible for those Indians declared competent by the government to sell such lands if they desire to if those lands have been granted in fee-patent by the government after a period of 25 years.

IT WILL ALSO MAKE it easier for lands held in trust by the Bureau of Indian Affairs to permit the sale of lands on a competitive bidding basis on the part of buyers and the granting of a fee-patent to such land sold by the federal government which would be acceptable by title companies as bona fide.

Highly involved in a maze of legal technicalities was another part of Judge Mathes' decision pertaining to the water rights flowing beneath lands allotted to each Indian.

VIOLA OLINGER, chairman of the Agua Caliente Tribal council issued the following statement pertaining to the court's decision:

"This decision, I believe, is a fair and just one and is an important step forward. Confirmation of the land selections made by the Indians through the government and the recognition of the plans which the Indians are working out together with the City of Palm Springs for the development of Indian lands will benefit the entire community."

SWIM SUITS, TOWELS in Loot of Thief

Thieves raided a yard at 396 North Palm Canyon drive some time Sunday and stole swim suits and towels from a clothesline police were informed by Florence Hagen of that address.

HOT COOLER COOLED

A hot cooler had firemen on the move early Saturday. The motor in the cooler became overheated but the fire was out before firemen reached the scene.

GLASSES FOUND

Landon Rich, Palm Springs, reported to police last week the finding of a pair of prescription glasses at DeMuth park.

2 Improvement Areas Approved

City council Tuesday approved resolutions on two improvement districts—following hearings at the city council chambers.

One was an assessment confirmation on Calle Chia and Calle Roca and the other a resolution of intention on Calle Palo Fierro and Camino Parocela.

Only two protests were filed at the hearing.

Employment Dept't to Hold Open House

City council was notified by the California Department of Employment that an open house will be held at the department's office in Indio July 23 from 3 to 5 p.m.

The department is housed in the Bank of America building there.

From Page 1—MORE ABOUT

TRAMWAY

cables, cars and machinery of the actual tramway.

Their estimates on costs of the giant aerial tramway will guide future activities of the Winter Park Authority and the big steel corporations in plans for the lift.

It marked the first step in bringing tramway estimates on costs, revenue possibilities and other preliminary steps to the 1954 level.

Order Old Records to be Destroyed

City clerk and city treasurer were given permission by city council to destroy records, of no further use and which are more than five years old today.

ROLL FILM
DEVELOPED AND PRINTED 35¢
Returned same day received. 8 exposures 35¢—12 and 16, 50¢
Special Jumbo Prints. Top quality in handy booklet.
KING PHOTO, BOX 7233, BIXBY STATION
LONG BEACH, CALIFORNIA

Many More TV Installations Now Being Made

Installation crews of the Palm Springs Community Television corporation are working overtime these days installing cable drops to homes and hotels for TV reception, according to Hal Waltz, general manager.

"Approximately 100 new installations have been made since our campaign started in The Desert Sun July 1," Waltz declared. The campaign offers the installation of a TV cable for private homes on easy budget terms and on somewhat similar terms for hotels and other commercial establishments.

Sam Margolin, electronic engineer in charge of service and installation here, declared that in addition to the four channels now enjoyed by TV audiences in the Palm Springs district, an additional channel Number 7 would be added this fall, making a total of six with the inclusion of the telemeter box which permits the viewing of motion pictures being shown at the Strebe theaters.

The Biltmore hotel, Del Mar, Toluquis Villa, the Apache and several other hotels have contracted for the TV cable.

Additional areas which will be served by the Palm Springs community television corporation this fall will be Luring Sands, Desert Palm Estates, Merito Vista and the Las Palmas estates.

READ SUN
CLASSIFIED ADS

Stan Norman at Rupp's Supply

Ray Abbey, owner and manager of Rupp's Supply, Cathedral City, this week announced the creation of a new department with Stan Norman in charge.

Abbey announced that the new department would concern itself with the sales, service and installation of all home appliances under the direction of Norman, who spent more than 30 years in that business. He was employed for many years with both Frigidaire and the Nash-Kelvinator companies. Rupp's Supply, it was announced, has also installed a sporting goods department featuring hunting arms, fishing equipment and other sports items.

"We also service evaporative coolers but are particularly interested in refrigeration for homes and commercial establishments both from a sales and service standpoint," Abbey declared.

FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS

A Branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

Sunday service 8 p.m.
Wednesday Meetings, 8 P.M.
Sunday School, 9:15 A.M.
271 Ocotillo Avenue

The Reading Room is located at 174 N. Palm Canyon Dr.



Open the Year Around

Don Wilson says:

"Um-m-m. Good! How I like selecting my own steaks and watching the chef charcoal broil them to perfection."

"The beautiful Garden Room where cocktails are served the way you like them."

Suites . . . Cottages . . . Rooms

BILTMORE HOTEL

JOIN THE BILTMORE SWIM CLUB
— Reasonable Rates —

TEL. 2357

1000 INDIO ROAD

STILL OPEN 24 HOURS A DAY!

Kenny's Koffee Kup



DINNER MENU

Selection of Entree determines
Price of Complete Dinner

CHOICE OF ONE

Fruit Cocktail

Sea Food Cocktail

SOUP

Chef's Soup of the Day

SALAD

Mixed Dinner Salad

Roquefort or French Dressing

CUTLET OF VEAL	1.80
SIRLOIN OF BEEF	1.95
VIRGINIA BAKED HAM	2.00
PAN FRIED PORK CHOPS	2.00
SOUTHERN FRIED CHICKEN	1.95
FRENCH FRIED SCALLOPS	1.65
NEW YORK CUT STEAK	3.00

Baked Potatoes, Cheese and Chives.

Garden Vegetables

Drink

Coffee or Tea

Dessert

Ice Cream, Sherbet, Jello

1107 N. Palm Canyon Drive

Sunset Tower Building

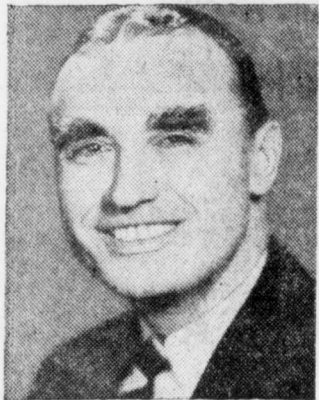
Remember

IT'S ALWAYS 74°

Cool



DESERT GIFT — Past Grand Exalted Ruler of B.P.O.E., Earl James, fourth from right, receives a basket of fresh desert fruits from Palm Springs Elks at the national convention in Los Angeles last week. Back row, left to right, Howard Schuler, Banning Beaumont lodge; C. Ron Ellis, Mrs. Ellis, Peter Sheptenko, Earl James, Dick Mabrey, Mrs. Mabrey and Mrs. Schuler. Front row, left to right, Bob Forsythe, Pat Cohen and Lou Kraft, all of Palm Springs. Mabrey, Exalted Ruler of the local lodge, made the presentation.



William J. Jernick, Grand Exalted Ruler of the Benevolent and Protective Order of Elks, is a Corporation executive, civic leader and former Mayor of Nutley, N. J.

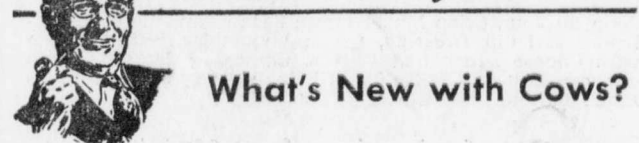
Local Elks Present Gift to Retiring Grand Ruler

Local Elks back on the job this week after "the best national convention ever" of the B.P.O.E. in Los Angeles which saw William J. Jernick of Nutley, N.J., 53-year-old corporation executive, elected Grand Exalted Ruler. Jernick was installed at the closing session of the convention Thursday with many Village Elks in the throng which witnessed the ceremony.

Earl James, past Grand Exalted Ruler, who retired at last week's convention, was presented with a basket of desert fruits at the Statler hotel on the opening day of the session. Making the presentation were Villagers Dick Mabrey, Ron Ellis, Peter B. Sheptenko, Bob Forsythe, Leading Knight, Lou Kraft, Tyler, Pat Cohen, Chaplain, and Howard Schuler of the Banning-Beaumont lodge.

Exalted Ruler Dick Mabrey of Palm Springs Elks, 1905, was official delegate from the Village to the convention but scores of other local Elks were present for at least part of the big convention.

From where I sit... by Joe Marsh



What's New with Cows?

Catching up on my reading, I noticed three news items you might like to know about.

First, a farmer whose milk had a trace of garlic flavor is feeding his cows chlorophyll to sweeten their breaths.

Next, a college agricultural station has trained a herd to get milked when they are called by number. Seems 75 out of 80 cows learned their numbers in a few days. Guess the "dumb" five couldn't count that high. Final item—cows are getting "nose-printed" for identification.

From where I sit, I hope there is as much progress being made with humans... especially in regard to tolerance. Whether it's a choice of a political party, a basketball team, or a favorite beverage, let's learn to live and let live more. You may ask for a soft drink after a hard day's work—I'll choose a refreshing glass of beer. But let's not try to "cow" the other fellow into our way of thinking!

Joe Marsh

Copyright, 1954, United States Brewers Foundation

The Desert Sun

AND PALM SPRINGS NEWS

Page One-B

Palm Springs, California, Thursday, July 15, 1954

Second Section

Million Signers on Petitions to Bar Red China

Goal of the Committee of One Million, organized to protest the admission of Red China into the United Nations has been reached, local sponsors were informed this week.

One million signatures have been affixed to petitions to the president and congress opposing the entry of Red China to the UN.

The campaign was conducted locally by The Desert Sun early this year and many local signatures are among the more than one million obtained in the nation.

Announcement that the goal of the Committee of One Million's petitions had been surpassed was made in New York Friday by Charles Edison, national chairman.

Air Rifle

Gas Company Office Window is Victim

A youngster with a BB gun and an irresistible impulse, was blamed by police Friday after investigating a complaint from Arthur Studebaker, of the office of the Southern California Gas company.

Studebaker told police that a pane of glass at the gas office had been broken.

The damage probably was done by an air rifle, police said.

Wiring Blamed for Fire in Local Home

Damaged wiring was blamed for a fire at the home of Mrs. H. Collins, 120 South Indian avenue, Saturday evening. The blaze started in a washroom and Fire Chief William Leonzio estimated damage at \$200.

For RETIRED PERSON COURT WITH INCOME
\$6,500 Handles
5 room house on deeded land, \$6,500
2 Acre, 200 foot on Hiway, \$1,000 per acre.
Lots — \$1,000 and up.
Phones 6060 and 5595
See
LOUIS VENGER
3775 N. Indian Avenue
"All Men Are Brothers"

County Chamber Meeting Tuesday

Riverside County Association of Chambers of Commerce will meet next Tuesday at Idyllwild Inn at 12:15 p.m.

Speaker will be Dr. Gordon S. Watkins, provost of the University of California at Riverside.

His subject will be "The American Economy at Mid-year."

BICYCLE STOLEN

Dale Koncel, 215 East Aleho road, reported to police Thursday morning that a bicycle, valued at \$50, had been stolen from in front of the residence there.

Ground Observer Corps Seeking More Volunteers

In observance of Ground Observer Corps Week, Palm Springs GOC center on the Car-nell building was the scene of an open house all day yesterday, the second anniversary of "Operation Skywatch."

In the meantime, Francis F. Crocker, supervisor for the Ground Observer Corps in the Village and Robert W. Peterson, chief observer, issued another appeal for volunteers to man the watch.

"We especially need them in the summer vacation season when so many of our regular watchers are out of the city temporarily," Crocker said. "It is easy to become a member of air defense team. Always remember, the time for defense is NOW."

With the advent of the atomic era during World War II, a complete change in the nation's defense was made necessary, he said.

To accomplish the prime objective of immediate detection of enemy aircraft to prevent a second "Pearl Harbor" more skywatchers are urgently needed, said Crocker.

Peterson said that any wish to volunteer in this most important defense work can sign up at Welwood Murray Library at any time.

Liquor License Probe Extended

Indications that the investigation of issuance of liquor licenses may soon extend to Riverside county were seen last week in a statement by William M. Bennett, deputy attorney general.

Bennett said that the investigation which has already resulted in one indictment in San Diego county and has spread to Orange and San Bernardino counties will eventually take in all of southern California.

Irregularities in the issuance and sale of liquor licenses is under study under direction of State Attorney General Edmund Brown.

Before departing for the national session of state governors in the east, Gov. Goodwin Knight pledged full support to the investigation and urged that the situation be cleaned up as quickly as possible.

THREE WETS ARRESTED
Three Mexican "wetbacks" were picked up by Sgt. Robert Young Friday evening and turned over to border patrol officers.

THIEF GETS CAMERA
Car clouters raided an automobile in a downtown parking lot stealing a camera, Ernest Ach, Los Angeles, the victim, told police Thursday.

Arabelle Jell-well says: Enjoy Hand-Blended Jell-well Flavors in all your Real Cool Salads!

My new recipe featured in Family Circle

Remember good Jell-well Gelatins for Real Cool Desserts, too!

featured at **SAFEWAY**

Vacation time flies...so why don't you?

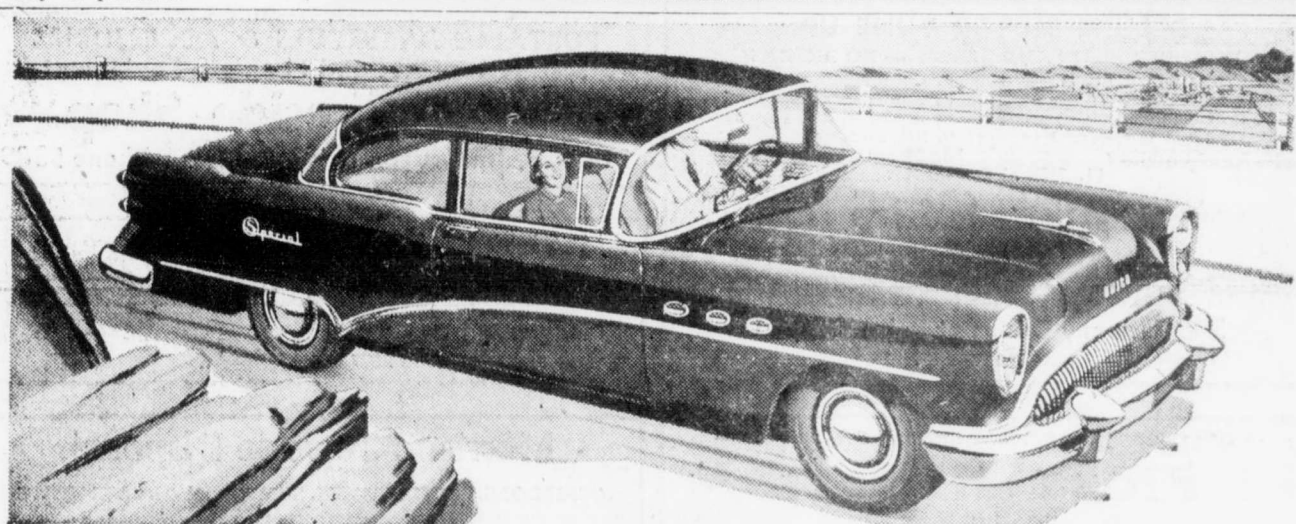
You'll save days — and dollars — when you fly WESTERN's big, fast airliners to your favorite vacation spot. You'll have more time there... and more fun getting there — on WESTERN!

Call Western at 2709 or the Olman Travel Service, 2756.



Take the SKYway to Las Vegas
Only 80 Minutes

WESTERN AIRLINES
America's Oldest flies America's Finest



Honey on Wheels

— and only a few dollars more than the low-price cars!

HAVE you been thinking you can't afford a new Buick? Listen:

If you can afford any new car, you can afford a Buick — and a look at the figure on the price tag proves it.

Look again, and you'll see that this is the local delivered price of the new Buick SPECIAL 2-door, 6-passenger Sedan. Compare, and you'll learn that this price is just a few dollars away from those of the so-called "low-price three."

But — dig a little deeper if you want the real clincher. That's when you find that those few dollars more you pay for a Buick buy you a lot more automobile.

They buy a whale of a lot more power — Buick V8 power — plus the new economy of Power-Head combustion.

They buy a lot more luxury and comfort and solidity — more room, more glass area, more frame strength, more tread width, more ride steadiness — including the million dollar "feel" of all-coil springing and torque-tube stability.

They buy, too, the most advanced styling of the time, and the great panoramic windshield, and the surety that such fresh-

This New Buick SPECIAL V8

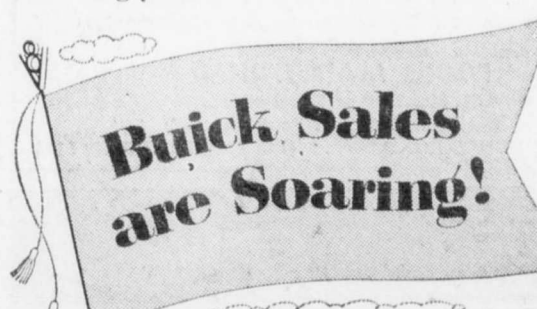
2-Door 6-Passenger Sedan actually costs less than some models of the "low-price three"

— come in and check the price!

looking beauty will stay in the style parade for seasons to come. (That means a better deal for you come resale time.)

Is it any wonder, then, that Buick now outsells all other cars in America except two of the so-called "low-price three"?

Come in for a demonstration — this week, for sure. And learn, in the doing, what a big trade-in allowance our volume sales can bring you.



WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

DESERT INN GARAGE

193 N. Palm Canyon Dr. Palm Springs, Calif.



SPECIAL! SAVE \$100
on a 9-ft. 2-door de luxe AUTOMATIC ICE-MAKER plus liberal trade-in, ice crusher and 6 compote glasses.



IceCircles without Trays!

The Automatic Ice-Maker in the Servel Gas Refrigerator keeps dozens of IceCircles on hand, ready to use. It starts itself, refills itself, stops itself. You just reach in — take one or a handful.

Silent Flame Refrigeration

There are no moving parts in the Servel gas refrigeration unit. A tiny gas flame makes the cold and ice. That's why it stays silent, lasts longer.

The Servel is a spacious, well-organized freezer-refrigerator that provides easy-to-get-at food storage, big adjustable shelves and automatic defrosting. This week, visit your Servel dealer or your Gas Company.

LOOK AT ALL THE EXTRA FEATURES SERVEL OFFERS YOU:



SOUTHERN CALIFORNIA GAS COMPANY

Live better, spend less with **GAS**



More Action Needed on Safety Crusade Pledges

Ed McCoubrey of Palm Springs and Riverside, county chairman of the Safety Crusade sponsored by the California Safety Council, said the campaign is making progress but "not nearly fast enough." He urged more motorists to sign the traffic pledge and to "know and willingly obey all traffic laws, to keep his vehicle in safe driving condition and to courteously and decently observe the accepted rules of the road."

Participation by all or a majority of motorists in the crusade is needed to reduce the traffic toll on the state's highways, he said. The human factor is still the greatest cause of automobile accidents.

Prompt action is needed, McCoubrey, vice president of the California Safety Council, said for "every day's delay is costing several lives, scores of injuries and heavy property losses."

Motorists who sign the pledge are given stickers for the rear bumpers of their automobiles to encourage other drivers to sign.

Youngsters from Southern States See Palm Springs

Forty youngsters from the south saw Palm Springs Friday when they arrive here on the 19th annual Educational Tour of Florida Summer Schools.

The teenagers, between the ages of 15 and 18, were in charge of W. L. Roney and two other supervisors and saw Palm Springs on the homeward lap of their tour by bus.

They left Atlanta, Ga., four weeks ago and visited national parks and monuments in the west, northwest and Canada, then rolled south to San Diego. From San Diego they came to Palm Springs. Their next stop

after the Village was the Grand Canyon.

The boys and girls came from Florida, North Carolina, Georgia, Alabama and Tennessee.

On most of their stops at night they stayed at colleges and universities.

While in the Village they splashed in the Royal Palms hotel pool.

READ SUN CLASSIFIED ADS

Library Adopts Summer Hours

Welwood Murray Memorial Library is today on new summer hours.

Every day except Friday, Saturday and Sunday, the library is open from 10 a.m. until 9 p.m.

On Fridays, the open hours are from 10 a.m. to 5 p.m.

The library will be closed Saturdays and Sundays.

The Desert Sun—2b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, July 15, 1954

No One Hurt

No one was injured but two automobiles were slightly damaged Friday in a collision at El Placer and Sunny Dunes road.

One was driven by Charles F. Muller, 221 Via Colusa and the other by Smith E. Minson, 3964 Calle San Raphael.

PALM SPRINGS SUMMER DIRECTORY

YOUR GUIDE TO WHERE TO FIND IT - WHO TO CALL - WHERE TO GO

These Merchants stay open for your convenience — offering the finest products and services obtainable

AUTO SERVICE

BEEBE DeSoto-Plymouth Sales and Service

682 S. Palm Canyon Dr. Phone 7022

DESERT INN GARAGE

BUICK & GMC TRUCK SALES & SERVICE

General Automotive Service — Tires — Wheel Alignment
Brake Repairs

Free Pick-Up and Delivery * Phone 4001

Summer Special to Lincoln-Mercury & Ford Owners

DELUXE MOTOR TUNE UP

- INCLUDES PARTS AND LABOR — NO EXTRAS
1. Clean Spark Plugs
 2. Points Replaced
 3. Coil Checked
 4. Dist. Set & Cleaned
 5. Check Wiring
 6. Compression Test
 7. Condenser Replaced
 8. Spark Plug Plugs
 9. Set Timing
 10. Check Battery
 11. Adjust Carburetor

SPECIAL PRICE \$8.65

Overhead Valves Slightly More

Palms Springs Lincon-Mercury Co.
335 E. Sunny Dunes at Palm Canyon
Phone 2301

Plaza Motors

182 E. Arenas Road Phone 5122

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SCOTT'S DESERT WEAR

The finest in Western wear and sun-fun clothes for the whole family.

Open 7 Days a Week
HIGHWAY 111 CATHEDRAL CITY

AIR CONDITIONING

CARRIER — UTILITY and YORK
Residential and commercial installation and service

Henry A. Simsarian

21 Years in Palm Springs
850 N. PALM CANYON DRIVE PHONE 2768

SWIMMING POOLS

Paddock

Pool Maintenance Co.

POOL CONSTRUCTION

Pool Chemicals & Equipment—Filters—Chlorinators
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POOLS MAINTAINED

On Monthly or Yearly Basis

California's Finest Pool Service

693 SUNNY DUNES ROAD PALM SPRINGS 5123

MOVING & STORAGE

Palm Springs — Mayflower

PALM SPRINGS MOVING & STORAGE

507 Sunny Dunes Road Phone 5203

MISCELLANEOUS

DESERT CAMERA SHOP

24 Hour PhotoFinishing Open All Summer
288 North Palm Canyon Drive

Desert Toy Shop

Wide Selection of Toys... Sensible Prices
194 SOUTH PALM CANYON DRIVE
Summer hours 9 'til 1 daily except Saturday, 9 'til 9.

Harshman's Desert Freeze

1480 South Palm Canyon Drive

CONES — SUNDAES — MALTS — SHAKES
— Pints and Quarts to Take Out —

PORTABLE BARBECUES & ACCESSORIES

Distinctive Gifts and Fireplace Equipment

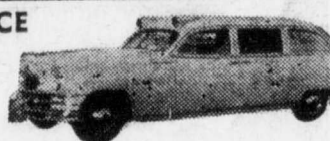
Mike's Fireside Shop

171 N. Palm Canyon Drive Phone 5389

AMBULANCE SERVICE

Wiefels & Sons

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Morrison Sewage Disposal

CESSPOOLS, SEPTIC TANKS, SUMPS and GREASE TRAPS
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TRIMMING TRANSPLANTING REMOVAL

Palm Trees — Shrubs — Evergreens — Citrus Trees
YEARLY MAINTENANCE

L. R. WEHRLE

CATHEDRAL CITY P.O. BOX 851
Telephone Palm Springs 2701

DESERT BOOK SHOP

Books are Ideal Gifts — Wide Selection
Also Bargain Book Table Half Price
443 N. PALM CANYON DR. PHONE 5208

BUILDING SUPPLIES

Charles Miller Hardware

PAINTS — PLUMBING & ELECTRICAL SUPPLIES
206 N. Indian Ave. Phone 5805
We Give S & H Green Stamps

PIPE, PLUMBING & ELECTRICAL SUPPLIES

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691 INDUSTRIAL PLACE PHONES 2758 - 2759

Palm Springs Builders Supply Co.

490 E. Sunny Dunes Road Phone 2107

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The Automatic

WASHING DRYING IRONING IN MINUTES
LAUNDRY
BLANKETS RUGS BED SPREADS A SPECIALTY

COMPLETE LAUNDRY SERVICE

Rear of 440 So. Indian Avenue — Palm Springs

PHONE 7984

"JUST BEHIND PALM SPRINGS CLEANERS"

Open Mon. - Tues. - Wed. - Thurs. — 8 A.M. to 6 P.M.



RUGS — CARPETS

FURNITURE

"Cleaned in your home or in our own shop"

DURACLEAN

Tel. 2456 Box 1166

Indian Ave & Oasis Road

WALLS MACHINE CLEANED

WE OPERATE OUR OWN PLANT

Plaza Cleaners

ART WILLS
Closed Saturdays during June, July and August
THE PLAZA — PALM SPRINGS PHONE 3944

ONE DAY SPECIAL SERVICE

Palm Springs

Cleaners and Laundry

440 S. Indian Avenue Phone 2832

FURNITURE-APPLIANCES

APPLIANCES
General Electric — O'Keefe & Merritt — Wedgewood
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21 Years in Palm Springs
850 N. PALM CANYON DRIVE PHONE 2768

TERRIFIC CLEARANCE SALE NOW ON

Popular Price Furniture Store

182 S. Indian Ave. Phone 2407

MEN'S WEAR

Beck Brothers

"IN THE CENTER"

174 North Palm Canyon Drive

Palm Springs, California

TOM CURTIS

DISTINCTIVE SPORTWEAR

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PLUMBING

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21 Years in Palm Springs
850 N. Palm Canyon Dr. Phone 2768

Palm Springs Plumbing Co.

PLUMBING... HEATING... COOLING

220 North Indian Ave. Phone 6704

RESTAURANTS

CHI CHI RESTAURANT

COMPLETE Merchant's Luncheon 95c

DELICIOUS 7 Course Dinner from \$1.95

EASTERN Top Sirloin Steak Dinner \$2.85

ROAST EASTERN Prime Ribs of Beef Extra Cut \$3.85

Our Dinners Include:

Soup du Jour, Crisp Mixed Green Salad Bowl with our delicious Chi Chi Dressing, Green Vegetables, Baked Potato with Cheese Sauce and Chives, Choice of Desserts from our own Bakery, Cheese Cake, French Pastry or our famous Black Bottom Pies. Choice of Beverages.

Open for Luncheon from 11 A.M.

PHONE 7391

FREE PARKING

MEALS FOR THE WORKING FOLKS
Breakfast — Lunch — Dinner

Archie's Sip 'n' Bite

280 North Palm Canyon Drive

BREAKFAST — LUNCH — DINNER

Village Pharmacy Coffee Shop

Under New Ownership and Management
205 N. Palm Canyon Drive

SERVING BREAKFAST—LUNCH—DINNER
TONY & MARILYN'S FOUNTAIN

IN THE PALM SPRINGS DRUG STORE
160 NORTH PALM CANYON DRIVE

Is Your CAFE RESTAURANT NIGHT CLUB

Open this Summer?

LIST YOUR PLACE OF BUSINESS IN THIS DIRECTORY

CALL Display Dept. -- 2249

SERVICE STATIONS

• Lubrication • Washing • Wheel Balancing
While you relax at the pool or in your air conditioned room we will pick up and deliver your car.

Dudley's Richfield Service

610 N. PALM CANYON DR. PHONE 9085

Firestone Tires & Batteries Pickup & Delivery Service

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"The Best Friend Your Car Ever Had"

375 N. Palm Canyon Dr. Phone 9017

HINKLE & JOHNSON FLYING "A" SERVICE

We Give S&H Green Stamps Phone P.S. 9060
305 N. Indian Ave, Palm Springs Night Lubrication
Pick-Up & Delivery

HAROLD'S 76 SERVICE

LUBE—TIRES—ACCESSORIES—PICK-UP—DELIVERY
301 N. Palm Canyon Drive Phones 9063 - 2633

County Highway Toll is Now 70

Riverside county's highway toll for the year rose to 70 over the weekend when a two-year-old girl died as result of an automobile collision near Thousand Palms and an elderly man was killed when he drove his automobile into the side of a freight train at Indio.

Palms when the car she was riding in collided almost head-on with another driven by D. F. Partlow of Indio. Four other persons were injured in the crash.

McKinney to Attend Dedication Event

City Councilman Ted McKinney, who is also director of the Youth Center, will attend the Youth Authority Southern Reception Center dedication at Nowalk on July 28, he said this week.

Long Time Hotel Employee Taken

Friends here received word last weekend of the death at Loma Linda of Mrs. Ruth Lyndon, telephone operator at the Desert Inn for the past 15 years. Mrs. Lyndon had been ill for some weeks and death came last Friday.

Last rites were said in Long Beach where her husband and two brothers live, last Saturday.

Rev. Yaylian to Speak Sunday

"The Vision Test", third in a series of sermons, will be delivered at 9:30 a.m. this Sunday by Rev. Deran Yaylian, assistant pastor, at Community church.

READ SUN
CLASSIFIED ADS

Needles Physician Injured in Accident

Dr. Jerome Andes of Needles was hospitalized at Desert hospital following a two-car collision in the Morongo canyon road Saturday. His wife and their children escaped unhurt.

Woman Injured in Auto Accident

Mrs. Eunice Hayes, 60, of Long Beach, was taken to Desert hospital Thursday afternoon as result of an automobile accident on Highway 111 near Arroyo Point.

The Desert Sun—3b and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, July 15, 1954

DHS Water District Budget is \$11,000

Budget for the recently-formed Desert Hot Springs Water district was fixed at \$11,000 by directors at a meeting Thursday night.

Carnation Corner



BY
June
Goode
CARNATION HOME
SERVICE DIRECTOR



You should have seen me at our dinner table the other night—I was quite the heroine!

"It was nothing, really!"

What I did was to revive a refreshing custom of my grandmother, who often served a bit of "ice" with meat courses.

I hope you too'll discover what a perfect accent sherbet is with meats of all kinds, fish and chicken dishes, casseroles, even hamburgers and "franks." Especially satin-smooth Carnation Sherbets, which aren't "sweety" sweet. No indeed! Just the natural sweet taste of the fruits themselves.

So be a heroine yourself—start giving your dinners a light touch with your favorite flavors of Carnation Sherbets!

A friend told me about this and I'm passing it along to you. She put the top of a fresh pineapple in a pot of damp, sandy soil, and soon it sprouted into an exotic little palm-like plant!

Speaking of pineapple, try this SUMMERTIME FRUIT PUNCH

Mix 2 cups pineapple juice with 2 cups Carnation Orange Drink, 1/2 cup lemon juice, 1/2 cup sugar and 1 quart ginger ale in punch bowl. "Float" 2 pints Carnation Sherbet, 1 cup sliced strawberries and mint leaves over the top.

Can you think of a more cooling delight to serve company? I can't either.

Hint for husbands
Be a good fellow and use your muscles to bend a few of your wife's coat hangers into this shape. Why? So her sundresses and shoulder-strap dresses can't slip to the closet floor!

SHERBET
JULEP

Here's a cooler-offer you can make in one minute flat. Just fill an 8-ounce glass with chilled buttermilk. Add a scoop of Carnation Lemon or Lime Sherbet and top with a mint leaf.

Don't stop with one!
For a "party pretty," when it's your turn to have the girls over for luncheon...have individual "rainbows" of several different-flavored Carnation Sherbets. Garnish each scoop with fresh or frozen fruits. Serve with small open-face sandwiches. This combination makes a delicious TV snack, too.

Yes, it is an awfully good idea to have one of Carnation's tangy sherbets always handy in the freezing compartment of your refrigerator...but it's an even better idea to have several!

CARNATION COMPANY
45-910 Jackson Street
Phone 73139
Indio, California

Mayfair SUPER MARKETS

444 N. Palm Canyon Drive
Palm Springs

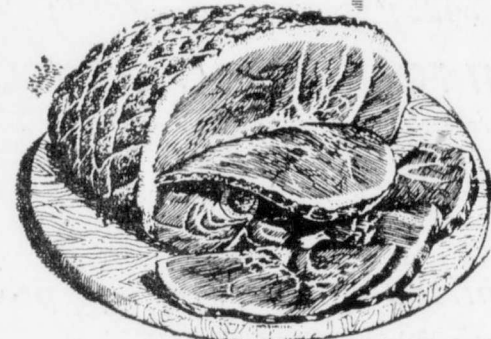
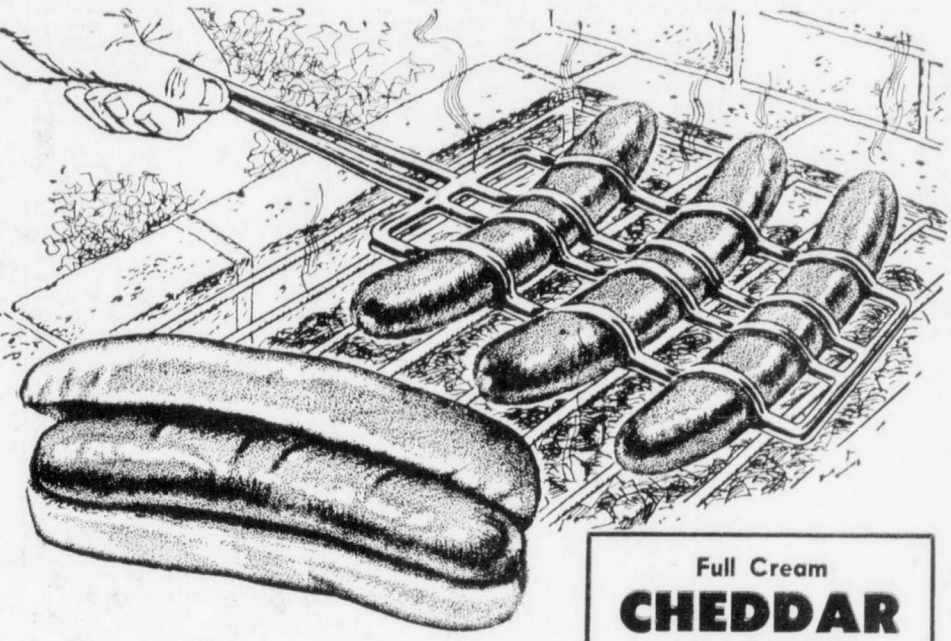
Advertised prices good Thurs. thru Sun., July 15-18
No sales to dealers Limit rights reserved

How does your table look this summer?
MODERN CONTINENTAL
DINNERWARE 2 pcs. for 25c
Vegetable bowl and platter - 25c each

FRANKS "Buffet" All Meat 41c 1-lb. Cello Pkg.

They're tender, skinless and simply delicious, whether you broil them over live coals or merely boil them for a quick snack.

Give a lift to your hot dogs with these famous items:
French's Mustard 9-oz. jar 14c
Libby's Sweet Relish 8-oz. jar 17c



Armour's Star, Tenderized, or
Hormel's Dairy, Ready-to-Eat

HAMS

Whole or
Full Shank Half

You've never tasted such flavor as you'll find in these famous hams. The halves have plenty of thick center slices on them, so they'll give you two or three big meals.

55c lb

Shank End
5 to 7 lbs. 49c lb.
Avg. Wt.
Butt Half
65c lb

A Super Value!
Sweet, tender
JUMBO SHRIMP
Peeled & Vein Out
There's no waste and a minimum of shrinkage.
3-lb. \$1.89
Ctn.

Armour's Star, U.S.D.A. Grade A
Junior Geese
Armour's Star, U.S.D.A. Grade A
Junior Turkeys
Armour's Star, U.S.D.A. Grade A
Long Island Ducks

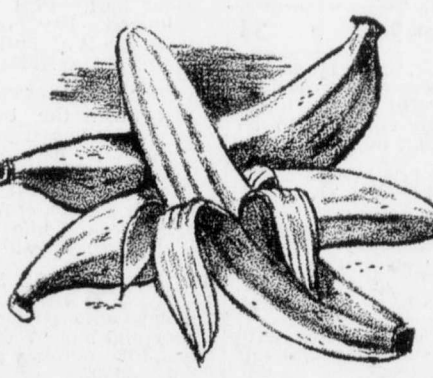
59c lb

Fancy, Northern
HALIBUT STEAKS

Center cut 39c lb

Golden Ripe, South American

BANANAS



10c lb

Extra fancy, Babcock
Peaches 2 lb. 25c
Finest Freestone
Extra fancy, golden red
CARROTS 5 lb. 5c
Tender as a baby's heart

Washday Miracle
TIDE 69c
giant size
Redeem your Procter & Gamble Coupons here

Parson's Sudsy Ammonia qt. 25c
Old Dutch Cleanser 2 Cans 25c
Air Wick Deodorizer Reg. 69c
Girard's French Dressing 8-oz. 25c
Jan-U-Wine Soy Sauce 5-oz. 17c
Campania Tomato Paste 8-oz. 10c

Extra fancy, Sunkist
LEMONS 7c lb.
Large and Juicy

Heinz Strained
BABY FOODS 3 5-oz. jars 29c

Heinz
SPAGHETTI 16c
16-oz. can

Mayfair Delicatessen departments are famous throughout California for the immense variety of imported and domestic food specialties they stock. When you're looking for such cheeses as Romano, Port du Salut, Camembert, Gjetost and Brie, or for Holland Milk, Herring, Smoked Oysters and Spiced Anchovies—you know you can find them at Mayfair! And if you don't know them, why not give them a try?



Natural "Open Eye"
SWISS CHEESE By the Piece 59c lb
Oregon Cheddar
TILLAMOOK CHEESE 59c lb
Finest Quality, Large
SLICED BOLOGNA 49c lb
Deliciously Seasoned
COTTO SALAMI Sandwich Sliced 59c lb
Dubuque's, Cooked, Boneless
CANNED PICNICS 4-lb. can \$2.99

Curfew, Hawaiian
SLICED PINEAPPLE 29-oz. can 25c
Minute Maid, Frozen
ORANGE JUICE 2 6-oz. cans 29c

Mayfair, White or Colored
Paper Napkins pkg. of 80 10c
Mayfresh, All Purpose
Salad Oil quart bottle 49c
For Salads or Cooking
Hunt's
Pork and Beans 29-oz. can 20c
Sunshine
Hi-Ho Crackers 1-lb. pkg. 32c
Star-Kist
Frozen Tuna Pie 7-oz. pkg. 25c
Food Club Frozen
Brussels Sprouts 10-oz. pkg. 19c
Pillsbury
Cake Mixes 17-oz. pkg. 29c

Elna Brand
Tomatoes 2 29-oz. cans 27c
Del Monte Golden
Cream Corn 2 17-oz. cans 29c

Libby's
TOMATO JUICE 46-oz. can 24c
Libby's
SAUERKRAUT 29-oz. can 19c

Star-Kist Green Label
CHUNK TUNA 8 1/2-oz. can 31c

Liquid Detergent
JOY 6-oz. btl. 29c 17-oz. btl. 69c

Does Everything
DUZ 1-gal. pkg. 29c giant size 69c

Detergent Formula
OXYDOL 1-gal. pkg. 29c giant size 69c



Vive la
Variety!
at Mayfair

Looking for something different? Here are some of the unusual foods you'll find in any Mayfair Market.

PINEAPPLE STICKS
With Mint Leaves 16-oz. jar 79c

Fancy, Large Size
FROG LEGS \$1.59 lb.

Fresh, Hawaiian
PAPAYAS 19c lb

Carlson's Gaffillbar
HERRING TIDBIT 7-oz. jar 67c

Imported Rhine Wine
LIEBFRAUMILCH Fifth \$1.49

As featured by Walt Jensen on...
Quick!
What's the Answer?
MAYFAIR'S RADIO SHOW
Radio 1240 Los Angeles

WESTON'S
Maple Cremes 8-oz. pkg. 24c

LIQUORS
Four Score
Kentucky Straight
BONDED BOURBON \$3.59 Fifth

Park Ave. 85 Proof
DRY GIN 5th \$2.79
Your Summer Favorite
Basso, California
BURGUNDY Gal \$1.19
Try it with Soda.
Moulin Rouge
VIN ROSE 5th 98c
Imported from France

Clinton County
STRAIGHT BOURBON 86 years old
Six proof - 5th \$3.19

Carnegie's Imported
SCOTCH \$3.98
Distilled in Scotland - 5th

Homogenized Shortening
SPRY 3-lb. can 87c

For Dishes
DREFT 29c 1-gal. pkg. 69c

Blue Detergent
CHEER 29c 1-gal. pkg. 69c

Household Cleaner
SPIC & SPAN reg. pkg. 25c econ. size 79c

Mild and Pure
Ivory Flakes 29c 1-gal. pkg. 69c

For Silks & Woolens
Ivory Snow 29c 1-gal. pkg. 69c

Toilet Soap
CAMAY Regular 3 for 23c Bath 2 for 23c

IVORY SOAP
Large Bar 2 for 27c
Medium 3 for 25c
Personal 4 for 21c

Classified ...Ads...

The Desert Sun

and PALM SPRINGS NEWS
Published every
MONDAY and THURSDAY
(Except June, July and August, when
published Thursdays only)
PHONE 2249
Box 190, Palm Springs, Calif.

RATES

(Minimum ad, 3 lines—count 24
letters and spaces to a line)
1 time, 2.25—1.50 cash in adv.
(Min. 2.25—1.50 cash in adv.)
Per 1 Week 3 Weeks 1 Month
Line (2 TIMES) (4 TIMES) (8 TIMES)
1.00 1.25 2.25

● Ads ordered for more than one time
must run in consecutive issues to earn
above rates, otherwise single insertion
rate will be charged for each time run.
● Save by ordering your ad run 4 or 9
times—if cancelled before completion,
you will be charged at nearest rate
applicable for times run and get a
REFUND for the difference.
● This newspaper cannot be responsible
for more than one incorrect insertion;
please notify us promptly of any error
in your ad.
● DEADLINES—for new copy or cancella-
tions: MONDAY ISSUE—5 P. M. FRIDAY
THURSDAY ISSUE—5 P. M. TUESDAY
● ADDRESS all communications to: The
Desert Sun, P. O. Box 190, Palm
Springs, California.

Lost and Found 10

LOST. One diamond ring and
one blue sapphire. Liberal
reward. Write Box D, Palm
Springs.

LOST. WALLET. Return to 301
Hotel Redondo, Redondo Beach
California. Keep 1/2 currency.
License, Mary Whitehouse.

STRAYED. Black French poodle.
Female. Name Baby. Reward.
215 Racquet Club Road.

Personals 12

ALCOHOLICS Anonymous, Air-
port, 8:30 Wednesday nights.
Phone 2701.

Service Miscellaneous 15

Palm Springs Engineering Co.
Machine Shop

375 Sunny Dunes Road
Telephone 5411
General Precision Machine Work

Air condition sales and instal-
lation. Duct work, etc. FREE
estimations.

SOUTHERN HEATING &
AIR CONDITION
RIVERSIDE—PH. 6081

TREE SERVICE
INSURED

Trimming-topping removal
L. R. Wehrle, P.O. Box 851
Cathedral City—8-4461 or 2701

Personal Attire Ironing
Call Lorraine 9910
9 to 10 Pick Up and Delivery

Situations Wanted 25

COUPLE would like to manage
apartment or motel, year
round. Best of local refer-
ences. Theo. Fournier, 14535 1/2
Haynes St., Van Nuys, Calif.
State 5-7255.

PAINTING, decorating, paper
hanging. Very reasonable.
Free estimates. Ph. 3850 ev-
enings.

PAINTER. Interior and exterior.
Free estimates. Reasonable.
Immediate service. Ph. 7905.

Help Wanted 27

MALE — Experienced young
man for polishing, washing,
pickup and delivery. Apply
PALM SPRINGS LINCOLN
MERCURY. 335 Sunny Dunes
Rd.

EMPLOYMENT
SERVICE AGENCY
Open thru July
Hours 9-1
135 E. Andreas Rd. Ph. 2901

EXPERIENCED, new and used
car salesman. Earnings un-
limited. Apply Beebe DeSoto-
Plymouth Dealer. 682 S. Palm
Canyon Drive.

DWYER'S BUSINESS SERVICE
Employment Agency
256 S. Palm Canyon - Ph. 7691
OPEN ALL SUMMER

Business & Financial 30

10%

Interest Given

For short term loans
of \$4000.00
GOOD SECURITY.
CONTACT
"DON'T BUY"
BUILD."
DARWIN."
Phones 2305-7565

PRIVATE money wanted on
good First Trust Deeds and
Construction Loans. COL
WARD WOOLDRIDGE, Real-
tor. 101 N. Palm Canyon Dr.
with H. H. Foster. Phone 3555
or residence 9905.

FIRST T. D.'S WANTED
Palm Valley Realty Co.
Box 99 Palm Springs 8-3481
Wonder Palms Rd. & Hwy 111
\$1000 AVAILABLE 1st Trust
deed. 6% from private party.
Write Desert Sun, Box 190,
File F-7.

Lots & Acreage 33

1/2 ACRE level view lot near
Smoke Tree Ranch. \$2500.
Direct TV reception. Call
3803 or 2522.

LARGE LOTS. Choice residen-
tial area, water shares. Terms.
owner, 6284.

Lots & Acreage 33

1/2 ACRE level view lot near
Smoke Tree Ranch. \$2500.
Direct TV reception. All utili-
ties in. Call 3803 or 2522.

R-1 LOT, NE corner Camino
Real and San Lucas Road.
103x103. \$2250. Phone owner
3038.

For Sale or Exchange 34

DON'T BUY!

"BUILD"

HERE'S THE REASON WHY

FOR \$13,500 you can have 1462
square feet (living area) plus
roof overhang. 3 bedrooms,
2 bathrooms, living and din-
ing room, kitchen. Lots of
cabinets, dinette, stone fire-
place, forced air furnace,
cooling system, insulated.
Double garage, large concrete
patios and driveway. Many
other fine features. Finest
construction. On your lot.

or

For \$14,750 — 1630 square feet
(living area) similar to
above

or

For \$8,500 — 907 square feet
(living area).

and

Many other to choose from

or

will draw

PLANS FREE

to your liking

IF I BUILD

RESIDENTIAL—COMMERCIAL

INCOME

Prices and Quality Cannot

Be Beat

* COMPARE NOW

DARWIN

PHONE 2305 — 7565

WILL TAKE late model car or
lot or beach house on Palm
Desert new 3 bedroom, 1
bath. \$500 down, \$12,950 full
price. 45910 Shadow Moun-
tain Drive. Phone 76-4371.

Real Estate—For Sale 35

PALM SPRINGS

Lot Specials

The last available business
frontage on S. Palm Canyon
Drive. 135'x140'. Room for 19
units, \$27,500.

CLOSE OUT

RESIDENTIAL lots, south end,
splendid location, must be
sold together, beautiful build-
ing site, 180'x108'. Being sold
at a big loss. \$5500 for both.

AND

TAKE YOUR CHOICE of 5 view
lots in Araby. \$1500 each.

H. H. Foster

REALTOR
and Associates
Don Penke Ray Miller
William May Col. Wooldridge
101 N. Palm Canyon Dr.
Phone 3555 or 5169

PALM CANYON frontage. 200
feet of vacant business prop-
erty adjoining one of Palm
Springs largest hotels.
Full price \$19,500

NEW 2 BEDROOM, 2 bath,
modern home, located in one
of the finest sections in town.
\$17,000

3 BEDROOM, 2 bath home, fur-
nished, with heated and fil-
tered pool. \$24,500

James Hammond

REALTOR
875 N. Palm Canyon Dr.
Ph. 5373
Associates
Esther P. Hammond
Eve Morgan Lisa Jones

2 BEDROOM furnished \$12,225.
NEW 3 bedroom, 2 bath \$14,750
3 BEDROOM, 2 bath, heated
and filtered pool. \$17,500.
NEW Triplex \$24,000.
5 UNITS and pool \$39,500.
BEAUTIFUL 15 units \$115,000.

LOTS
Palm Canyon Dr. corner \$10,000.
Many others \$1000 and up.

AMY NELSON

REAL ESTATE
Associates
Arthur Lee Caroline Marlin
2277 N. Palm Canyon Ph. 4627

Genuine Bargain

SEE THIS TODAY!
Brand new. Absolutely the fin-
est construction in town. In
beautiful Deep Well Estates.
2 bedrooms, 2 gorgeous
baths, 2200 square feet, Lot
100x107. Every quality fea-
ture and detail. See 1433
Paseo de Marcella. Its open.
Built to sell for \$22,500.
MUST SELL. MAKE YOUR
OFFER. Owner phone 2727 or
6538.

WRIGHT and MATHEWS gone
'til Labor Day. Summer ad-
dresses are on door of office.
Either of them will return on
10 hours notice for business.

Real Estate—For Sale 35

PALM SPRINGS FOR CLIMATE

HAROLD HICKS

FOR

REAL ESTATE

For Over 30 Years

FOR THRIFTY BUYERS
1. 3 bedroom, 2 bath house with
pool. Needs some fixing. Only
\$17,500.

2. 2 bedrooms, 2 baths, pool,
modern, nicely furnished at
only \$24,500.

3. 3 bedrooms, 2 baths, pool.
Corner lot. Enclosed yard.
\$29,500. Terms. All furnished
and ready for occupancy.

LAS PALMAS ESTATES
NEW HOME with three bed-
rooms, three baths on large
walled lot. Best possible loca-
tion at only \$32,500 with at-
tractive terms.

TAHUQUITZ RIVER ESTATES.
EXCEPTIONAL value in a 3
bedroom, 2 bath home with
large pool and garage. Del-
ightfully and completely
furnished. A summer special
at only \$32,500. Good terms.

IF IT'S FOR RENT OR
IF IT'S FOR SALE...

HAROLD HICKS HAS IT

REALTOR
813 North Palm Canyon Drive
Phone 2736

AND ASSOCIATES
Mildred Jackson - Ray Baur
Burnham Bigelow-Ken Herman

Theresa Press

3 BEDROOMS, 2 baths, good
sized living room, close to
schools. Will consider rent-
ing on lease. Sale price un-
furnished \$11,500.

2 BEDROOM furnished, close in.
\$11,000.

NEARING completion. 2 bed-
rooms, south end. Low down,
good terms and balance \$12,-
500.

INCOME

LARGE DUPLEX, each unit 2
bedrooms, living room, fire-
place, carport. \$28,000.
TRIPLEX. All rented. \$19,500.
8 units, 5 kitchens, room for
pool. \$52,000.

RENTALS

1 BEDROOM, POOL, furnished
\$85.

3 BEDROOM, 2 bath, unfurnish-
ed. \$125.

LOTS

R-1, 100x100. Wall on one side
\$1575.

100x100 wall on 2 sides, \$3000.
3 LOTS, high elevation, \$1500.
each.

ACREAGE

2 ACRES, close in zoned for
business, \$2000.

THERESA PRESS

Realtor
Joe De Francis, associate
420 S. Indian Ave.
Phone 5282 or 5691

Culver Nichols

REALTOR
22 Years at this Location
861 N. Palm Canyon Dr.
Phone 2182

\$8,750. BEST BUY in easy liv-
ing, close in 2 bedroom home.
FURNISHED. Terms.

\$11,500. DOLLAR FOR DOLLAR,
nothing to compare. Com-
pletely FURNISHED. 3 bed-
rooms, 2 baths, fireplace,
steel casement windows, lot
100'x102'. Terms.

HOME, GUEST HOUSE, POOL.
\$20,000.

4 UNITS and POOL, room for
more units, \$38,500. Terms.

R-1 lot, beautiful 100'. \$1500.

BUSINESS LOT on Palm Can-
yon. \$5000.

RENTALS. \$100 and up.

ACREAGE in and out of city.

Culver Nichols

and ASSOCIATES
Al E. Hoover-John Bernet
Jane Colgan-J. R. (Bob) Stanley
Phone 2182
861 N. Palm Canyon Drive

3 BEDROOM home, tub and
shower. \$11,500 or will rent
and apply part of rent to-
ward purchase price.

2 BEDROOM, 2 bath home,
nicely furnished on 120 ft. lot,
\$20,000. Small down payment.
TV cable installed.
See us for industrial property.

2 BEDROOM, 2 bath furnished
rental, nice location. \$100
month. SEE

DON WILLIAMS

423 N. Palm Canyon Ph. 3311

MOUNTAIN cabin in Nighting-
ale, 4000 foot elevation off
road to Idyllwild. Completely
furnished, including toilet,
shower, butane range, Servel
refrigerator and lights. Also
guest cabin and garage. On
2 acres of ground covered
with pinon nut trees. See
owner M. M. Pavy, 1001 So.
Palm Canyon Drive, Phone
7342.

FOR
BETTER REALTY DEALS
SEE
ADOLPH ISRAEL, REALTOR
671 N. PALM CANYON DRIVE

Real Estate—For Sale 35

Peter B. Sheptenko

OFFERS THE BEST BUYS IN
PALM SPRINGS REAL ESTATE

3 BEDROOM, 2 bath near
schools and transportation.
Asphalt tile kitchen and
bath rooms. Large living
room with fireplace. Large
lot. Reduced to \$11,500.

4 BEDROOMS approximately 5
years old. 2 full baths with
tubs, forced air heat and cool-
ing ducts to all rooms, beau-
tifully landscaped. 30 foot
trees. House newly decorated.
A real buy at \$14,500 unfur-
nished or \$15,500 furnished.

MODERN RANCH HOUSE. 2
bedroom main house, 2 bed-
room guest house. Large com-
pletely equipped swimming
pool. TV in beautifully land-
scaped grounds. All for ONLY
\$23,500.

EXCLUSIVE AREA

TRADE for L.A. Area home or
income. 3 bedroom 3 bath
furnished De Luxe home with
large swimming pool. Only
\$32,500. Submit yours.

INCOME PROPERTY

20 UNIT apartment hotel. Com-
pletely furnished. Glassed-in
front. Large swimming pool.
Shows terrific income at a
price of only \$150,000.

Peter B. Sheptenko

THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727

OPEN EVERY SUMMER
FOR OVER NINETEEN YEARS
ASSOCIATE BROKERS
Bill Colven Bill Heiser
Mike Jekyll

\$500 down, 2 bedroom, 1 bath
\$9250

\$1500 down, 2 bedroom, 1 bath
\$10,750

\$2250 down, 3 bedroom, 2 bath
\$13,975

\$3500 down, 3 bedroom, 2 bath
\$18,500 furnished

\$5000 down, 3 bedroom, 2 bath
\$20,000 furnished

\$5000 down, furnished 5 bed-
rooms, 3 baths \$23,500

GANNON

REALTY

711 N. Palm Canyon Drive
Open 9 to 5 Phone 2772

Terry Ray

IF IT'S LISTED
IF IT'S A REAL BUY!
WE HAVE IT !!!

Terry Ray's

DRIVE IN REALTY
Jules De Vorzon Helen Churchill
Howard Palmer Ernie Dunlevie
773 N. Palm Canyon Ph. 2064

BY OWNER—3 years old, 2 bed-
rooms, fireplace, garage,
fenced. Very spacious, 1450 sq.
ft. in house. Loads of closet
and cupboard space. See to
appreciate. \$17,500.00 unfur-
nished — \$19,000.00 furnished.
For appointment call 5389 or
6729.

CATHEDRAL CITY

2 BEDROOM furnished home,
bath and 1/2. Close in. Room
to build another rental. Only
\$10,250.

Boze Builder

P.S. 8-3534, evening 5370

BANNING

COOL and COMFORTABLE
AN UNUSUAL home for a dis-
criminating buyer. 2 bed-
rooms, large sun room, patio
and porch, in Banning's best
and coolest residential area.
completely and carefully fur-
nished. Reduced to \$16,000.

SARA JORDAN
with G. A. Prosser, Realtor
4200 W. Ramsey, Banning
Ph. Banning 9283 evenings or
write me, P.O. Box 359, Banning

COACHELLA VALLEY

BEAUTIFUL 40 acre stand al-
talia, piped and irrigated.
\$525 per acre. Also 40 acre
choice raw land, good loca-
tion, adjoins canal, \$225 per
acre.

Coachella

Valley Realty

32-664 Hwy 99, Indio
Phone 7-3116 or 9-3861

NORTHERN CALIFORNIA

CLEAR LAKE

PERFECT for retirement. This
4-acre estate has gorgeous
walnut trees, a new home of
superb construction, view
windows, 2 fireplaces, steel
sash, oak panel floors, excel-
lent well. Here you have pri-
vacy and 160 foot lake front-
age. Dewey, Lake Shore Blvd.
Nice, California.

RANCHO MIRAGE

LISTINGS WANTED

DON CAMERON, REALTOR
P.S. 8-4932, Palm Desert 76-5961

Exchanges 36

Let us exchange

What you have

For what

You want

Peter B. Sheptenko

THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727

OPEN EVERY SUMMER
FOR OVER NINETEEN YEARS
ASSOCIATE BROKERS
Bill Colven Bill Heiser
Mike Jekyll

LATE model 27' Glider House
trailer, shower and toilet, 6
cubic foot Frigidaire, Dixie
glass oven door range, stain-
less steel kitchen, 4 wheel
electric brakes, all metal ex-
terior and many nice extras.
Full price only \$2495. Will
take late model Cadillac in
trade or what have you? Call
2032 days, 2782 nights, Don
or see at 678 Granvia Val-
monte.

H.P. DISTRICT, Southeast of
Los Angeles. 4 unit stucco,
built 3 years. 2-2 bedrooms, 1
single, 1 bachelor. Full price
\$23,500. Equity \$10,350. In-
come \$241 per month. Ex-
change for small home or 2
to 3 units in Palm Springs.
Owner, 8003 S. Van Ness Ave.
Inglewood, TW 0607.

VALLEY HOME EXCHANGE
FOR PALM SPRINGS HOME.
PHONE 5373.

Real Estate Wanted 37

Five Dwellings, Two New Pools, Begun in Village

Building continued brisk in Palm Springs during the first week in July, continuing an upswing which started in June. Recent permits issued by the city building department include five new homes and two pools. The spurt in alterations and additions which usually marks the summer months, was evident.

Permits issued in the past week went to:

The Brn. Hagan road, I. Grude, alterations, \$2,000.
H. J. Carpenter, 333 Merito place, addition, \$1,000.
Toby Curtis, 975 Sunny Dunes road, addition, \$2,000.
Frances Stevens school, 338 North Palm Canyon, George Bose, alterations, \$2,000.
Dr. Benjamin Goldberg, 787 Stevens road, dwelling, \$25,000.
Ethel Kokut, 440 North El Segundo road, dwelling, \$7,000.
La Cita restaurant, South Palm Canyon, Ray Sorum, alterations, \$1,000.
Jack Meiselman, 2297 Alejo road, T. Fredericksen, dwelling, \$13,000.
Jack Meiselman, 2290 Alejo road, T. Fredericksen, dwelling, \$14,000.
Joe Pawling, 231 Lilliana drive, pool, \$5,000.
Morris Petreanu, 1235 Sunny Dunes, Home Construction, pool, \$4,000.
Zachary Pitts, 434 South Indian avenue, alterations, \$5,000.
Irwin Schuman, 201 Camino del Norte, Tin Cobett, alterations, \$2,000.
Oliver and Ethel Stratton, 564 South Calle Encina, addition, \$9,000.
L. C. Wottrang, 1970 Calle Lielita Desert Palm Builders, dwelling, \$13,000.

UCR Prepares for Fall Session

Three offices on the Riverside campus of the University of California will be open from 9 a.m. to noon Saturday mornings to answer inquiries concerning enrollment in the new College of Letters and Science.

The offices, all located in the south wing of the Social Sciences-Humanities buildings, are Room 1330, Dean of the College; Room 1320, Dean of Students; and Room 1306, Registrar-Admissions.

Information concerning entrance requirements, registration procedure, course offered and housing will be available. Applications for admission to the fall semester must be filed by Aug. 15. Classes begin Sept. 17.

LOSES CANVAS

L. E. McGee of Bridgehaven motel, Whitewater, told police Monday that a 9 by 12 canvas drop cloth had been stolen from his automobile while it was parked downtown over the weekend.

Dick Johnson to Compete in National Soaring Contest



GLIDER CHAMPION — Richard Johnson, world's glider champion, frequent visitor here with his mother, Mrs. Raymond Cree, will compete in the national soaring contests at Elsinore later this month.

Richard H. Johnson, world's glider champion and a frequent visitor here with his mother, Mrs. Raymond Cree, will be featured in the 21st National Soaring contest to be held at Elsinore July 25 to August 5.

Johnson, in 1951, soared 515 miles in his motorless plane to take the world's soaring record away from Russia and bring it to the United States. He is now at Grand Prairie, Texas.

Competing with Johnson for many national titles will be Bill Evans who holds the world's glider altitude record. Evans exceeded a height of 40,000 feet in a flight above Bishop.

Many of the world famous pilots from all over the United States will come to Elsinore for the 10-day meet. This is the first time the National Soaring Contest, sanctioned by the Soaring Society of America, has ever been held on the West Coast.

Taddy Ohaka, leader among soaring enthusiasts in Japan, will be present to give pointers on soaring as it is done in his native land. Ohaka, however, sees it differently. He says he is coming to learn.

Elsinore was chosen for the site of the contest because of its favorable air currents which the pilots refer to as thermals and which makes it possible for powerless sail planes to remain in the air for long periods of time.

Missing Man

Charles Drummond
Object of Search

Police were seeking clues to the whereabouts of Charles Drummond, local resident, missing for the past four weeks.

His automobile was located at a local service station where attendants told police it had been towed from the junction of Highway 99 and 111 by two teenagers. The youths told attendants at the service station they would return for the car but did not show up. It had been there about three weeks.

Drummond is described as being 30-35 years of age, five feet six, brown eyes and brown curly hair.

Democrats Meet to Plan Fall Campaign

Democrats of the area rallied Monday night at Repplier Park in Banning at a barbecue supper. The nomination of the entire Democratic slate in the county area was celebrated and plans for a vigorous campaign in November discussed.

John Strahan, president of the Banning Democratic club, presided.

Varner Assists in Airline Campaign

Supervisor Homer Varner is in Washington, D.C. this week, to assist in a last-minute move to bring feeder airline service to cities in the eastern end of the county.

With Ted Hannah, county airport director, and Indio city officials, Varner flew to Washington last weekend to appear before the Civil Aeronautics Board to plead for the feeder lines which the CAB recently turned down.

Palm Springs city council is a neutral observer in the matter, the feeder lines requested not touching this city.

Thrifty

CUT RATE DRUG STORES

LOW PRICE LEADERS

FOR SILVER JUBILEE *July* PARADE OF VALUES

PRICES GOOD THRU SUNDAY
* Plus Fed. Tax

FOUNTAIN GRILL SPECIAL

Skyscraper

ICE CREAM SODA 19¢

Choice of flavors in this all time Thrifty favorite.

COMPLETE BREAKFAST

- Glass ORANGE JUICE
- 2 Ranch Fresh EGGS Fried in Creamery Butter
- Hash Browned Potatoes
- Toast and Jelly
- Delicious Cup of Coffee

Special 'til 11:00 A.M.

ALL FOR 49¢

FREE! TEN ALL EXPENSE

10-DAY Vacation Trips to MEXICO CITY

VIA COMPANIA DE MEXICANA AVIACION
(Mexicana Pan American Airways)

With stayovers at three fabulous hotels: HOTEL DEL PRADO, Mexico City; HOTEL PENARTEL, Tehuacan; PRADO AMERICAS, Acapulco. You may also win one of the other valuable prizes listed below.

NO PURCHASE NECESSARY
ASK THRIFTY SALESPERSON FOR DETAILS

6th-8th Prize O'Keefe and Merritt AUTOMATIC GAS RANGE With Hi-Vue Oven and Grillator Broiler. Pastel colors. \$269.00 8 Ft. YELLOW Refrigerator Model 2 TD-841

9th Prize FRIGIDAIRE \$79.95 Broil Quick Super-Chef ROTISSERIES Barbecues—Roasts—Toasts—Fries—Broils—Grills.

10th-14th Prize DEEP SEA FISHING TRIPS FOR TWO From Pacific Sportfishing, Long Beach 10 Gallon

15th-66th Prize Golden Eagle GIFT CERTIFICATES Or Craig Certificates in San Francisco Bay Area.

Oven Fresh DATE BAR COOKIES 23¢

FULL POUND

FRESH CANDY Pineapple SLICES 23¢

FULL POUND

Fresh fruit flavor.

\$1.29 KEAPSIT VACUUM BOTTLE 83¢

PINT SIZE

Up-to-the-Minute Latest Facts! on POLIO

Distributed as a Public Service by THRIFTY and the makers of LYSOL. With no intention of suggesting that LYSOL will prevent or cure Polio.

\$1.69 BORBRO Vitamin B-1 25 Mg. TABLETS
BOTTLE OF 100 **89¢**

BOTTLE OF 100 Hinkle Pills 16¢

BORBRO—4-oz. Solution Boric Acid 9¢

\$175 HUDNUT CHILDREN'S HOME PERMANENT REFILL KIT 59¢

Silver Jubilee Special
Each kit contains Special Formula Creme Waving Lotion and Special Neutralizer, plus end papers. At last a permanent springler lasting curls for children's finer type hair.

Specials Thurs.-Fri.-Sat.—July 15-16-17

VILLAGE MARKET

OUR POULTRY IS THE TALK OF THE TOWN!
Farm Fresh -- Yucaipa Valley BROILERS 63¢ lb.
Split
Each Broiler serves Two.
Ready for Broiling or Barbecue!

FROZEN FOOD SPECIALS!

FOUR FISHERMEN—10-oz. pkg. **FISH STICKS 49¢ pkg.**

ORE-IDA **POTATO PATTIES 19¢ ea.**

TREESWEET — 6-oz. **ORANGE JUICE 2 for 33¢**

LET'S MAKE A SALAD

LETTUCE 2 heads for 15¢

TOMATOES lb. 10¢

CUCUMBER 3 for 10¢

Famous FRIEDA SCHROEDER Layer Cakes Always in Stock

All Advertised Items Subject to Stock on Hand

VILLAGE MARKET

441 So. Palm Canyon Drive Phone 7932 or 9055

A RED STAR on your CASH REGISTER RECEIPT will win you one of the many FOOD PRIZES we give away EVERY DAY

OUR MEATS are Unconditionally GUARANTEED

Lean - Boneless Stew Meat **59¢**
from U.S. Choice Beef

Rath, Wilson, Swift's **HAMS 48¢**

Large Shank ends

Small—Baby Beef **TONGUES 38¢**

Sunmaid **RAISINS 19¢**
6 Individual Packages

Betsy Ross—24-oz. **Grape Juice 29¢**

S&W—24-oz. **Prune Juice 29¢**

Libby—1-lb., 4-oz. **CRUSHED Pineapple 25¢**

Dromedary—assorted **Cake Mix 5 for 99¢**

Monarch—1-lb. **Large 'n Tender PEAS 5 for 99¢**

Weekdays 8:30 A.M. to 8:00 P.M.

Closed Sundays for rest of Summer

Values to \$8.00 Men's and Women's SUN GLASSES \$2.79

6 Base Optical Lens. Choice of frames and styles. With safety carrying case.

98¢ PLASTIC Beach Ball 69¢

6 Panels, each a different color. High plastic. Impact.

WOMEN'S CIRCULAR KNIT BRIEFS 5 for 89¢

FIRST QUALITY Choice of colors.

\$1.89 VALUE! BOY'S 8 oz. BLUE DENIM JEANS \$1.49

Sizes 4-12. Sanforized. Bar tacked. Double knee reinforced. Sanforized.

\$2.29 VALUE BIRDSEYE DIAPERS 12 for \$1.79

27x27 Inches. Hemmed.

19¢ CHILDREN'S Training Pants 5 for 69¢

Choice of White or Colors. Double Crotch.

8¢ LIFEBOUY SOAP 4 for 19¢

White Ace

23¢ WHITE SHOE POLISH 19¢

Bridge—Pinchle—Poker

67¢ BICYCLE CARDS ... 49¢

Full Quart

17¢ CLOROX BLEACH ... 14¢

Sparkle, Half Pint

12¢ GLASS CLEANER ... 7¢

Pack of 75, Rubber Tipped

25¢ BOBBY PINS ... 19¢

Rites, 20 Vol., 4 oz., Limit 2

19¢ BLEACH PEROXIDE ... 9¢

\$1.49 Value Collector's Shape IMPORTED BRIAR PIPES 89¢

Choice of Many Shapes
Made in Italy, France and America. With filter screw or push bits.

\$1.80 KING EDWARD Cigarillos 159

BOX OF 50
Domestic tobacco skillfully blended for milder smoking, more enjoyment.

6 YEAR OLD MELLOW SPRINGS Bottled in Bond KENTUCKY Straight BOURBON • Fifth Gallon \$3.98

Full 100 Proof whiskey with famous Kentucky flavor and deep bouquet.

OLD CORKIE KENTUCKY STRAIGHT BOURBON Fifth Gallon \$2.98

GLEN OAK A BLEND OF STRAIGHT WHISKIES Fifth Gallon \$2.79